

# Kyle Freed

## UX & Product Designer

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I am a **Product Designer** – I've designed product experiences, established process, helped companies understand their users, and led teams. I'm driven by informed decisions and a passion for learning new things.

## Work Experience

### PitchBook

2018 - Present  
Seattle, WA

*PitchBook is a SaaS company that delivers data, research and technology covering the private and public capital markets.*

#### Senior UX Designer

- Design for projects supporting PitchBook's entry into publicly traded companies.
- Synthesized personas and experience map to educate team on strategically significant new user group.

### ADURO

2017 - 2018  
Seattle, WA

*ADURO, Inc. offers wellness programs for companies to increase the health and performance of their workplace.*

#### UX Group Manager

- Mentored and established research and design best practices for team of 3.
- Developed design team culture, mission and growth strategy.

#### Senior UX Designer

- Designed biometric screening scheduling system handling 200,000 screening events annually. Resulted in significant increase in client satisfaction, retention, and 70% decrease in the time to schedule events with clients.
- Designed and implemented design system for products on web, Android and iOS, unifying look, feel and voice across all products. Reduced time products spent in high fidelity design phase.
- Researched and synthesized journey mapped client experience with senior leader team, leading sales, marketing and product alignment.

#### UX Designer

- Designed digital biometric screening score delivery experience, reducing staff requirements by up to 33% per screening event.

## Education

### University of Washington

2015 - 2016  
Seattle, WA

#### Masters of Human Computer Interaction and Design

Interdisciplinary program that draws on computer science, information science, human centered design and fine arts.

### DePauw University

2009 - 2013  
Greencastle, IN

#### B.A. in Psychology

Focused on cognitive and experimental psychology.

## Tools

Sketch  
InVision  
Figma  
Principle  
Adobe Suite  
HTML  
CSS  
Javascript

## Methods

### Design

Sketching  
Wireframing  
Information Architecture  
Rapid Prototyping  
Storyboarding  
Visual Design

### Research

Contextual Inquiry  
Heuristic Evaluation  
Usability Testing  
User Interviews  
Personas  
User flows