

Kyle Freed

UX & Product Designer

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I am a **Product Designer** - I've lead teams and established process, helped companies understand their users, and shipped products. I'm driven by informed decisions and a passion for learning new things.

Work Experience

Microsoft

2019 - Present
Redmond, WA

Enterprise Health Design team responsible for tools for Microsoft Office deployment, management and performance.

Senior Designer

- Design features for, and helped establish Apps Admin Center, which provides modern cloud management for admins who deploy and manage Microsoft 365 Apps. Used by tens of thousands of users to manage millions of devices.
- Designed Apps Admin Center integration into another established Microsoft product. Collaborated across design teams and with research and engineering to create technically feasible, design consistent and sustainable integration.
- Support accessibility efforts, such as creating accessibility templates for team.
- Collaborate with research for generative and evaluative activities.
- Mentored intern in the creation of Apps Admin Center dashboard.

PitchBook

2018 - 2019
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.
- Created 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

- Established design team best practices, culture, mission and growth strategy.

Senior UX Designer

- Designed biometric screening scheduling system handling 200,000 screening events annually. Increased client satisfaction and efficiency by 70%.
- Created design system for products on web, Android and iOS.
- Journey mapped client experience with senior leader team, leading sales, marketing and product alignment.
- Designed digital biometric screening score delivery experience, reducing staff requirements by up to 33% per screening event.

Tools

Sketch
InVision
Figma
Principle
Adobe Creative Suite
HTML
CSS
Javascript

Methods

Design

Sketching
Wireframing
Information Architecture
Rapid Prototyping
Storyboarding
Visual Design
Accessibility

Research

Contextual Inquiry
Heuristic Evaluation
Usability Testing
User Interviews
Personas
User flows

Education

University of Washington

Seattle, WA

Masters of Human Computer Interaction and Design

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

DePauw University

Greencastle, IN

B.A. in Psychology

Focused on cognitive and experimental psychology.