

Kyle Freed

UX & Product Designer

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SUMMARY

I am a **Product Design Leader** fascinated with the intersection of psychology, technology and art. I am adept at translating user needs into effective designs for business objectives using user centered design.

WORK EXPERIENCE

ADURO

2018 - Present
Seattle, WA

Product Design Group Manager

- Define roles and responsibilities within product design
- Lead design team organization and growth
- Develop design process and strategy
- Provide creative direction for the team

ADURO

2017 - 2018
Seattle, WA

Senior UX Designer

- Consult Product Managers and Designers on planning and process
- Create design system spanning web, Android and iOS
- Lead design for biometric screening business
- Journey map client experiences

Alliance for the Great Lakes

2015 - 2016
Chicago, IL

Web Designer

- Designed and created website for campaign with MillerCoors
- Set up server and WordPress website deployment
- Integrated existing online marketing system

EDUCATION

University of Washington

2015 - 2016
Seattle, WA

Masters of Human Computer Interaction and Design

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

DePauw University

2009 - 2013
Greencastle, IN

B.A. in Psychology and Spanish

Focused on cognitive and experimental psychology.

TOOLS

Proficient with

Illustrator
Photoshop
Sketch
Principle
InDesign
Invision

Experience with

After Effects
Arduino
Java

Familiar with

Javascript
Python

METHODS

Design

Interaction Design
Sketching
Wireframing
Information Architecture
Rapid Prototyping
Storyboarding
Visual Design

Research

Contextual Inquiry
Heuristic Evaluation
Usability Testing
User Interviews
Personas/Scenarios