



KYLEVENA

UX/UI LEAD
OR
Visual Lead Designer

DALLAS / AUSTIN

→ KYLEVENA.INFO

📄 [Linkedin.com/in/kylevena/](https://www.linkedin.com/in/kylevena/)

Is a diverse, multi-disciplinary creative

Kyle brings a unique blend of art, design processes, techniques, and experience to every project. While focused on user experiences, visual design, digital design, and branding, that come forth through these extensive experiences through hybrid roles within projects that bridge the gaps in all the grey areas while not compromising in design.

It's this diversity of experience that always enables him to deliver a fresh perspective that exceeds expectations to any project. Kyle's had over 12 years within the web design and digital marketing and 9 years within UX/UI design while complementing CX/IA and product design that flourishes through visual output.

KYLE's SKILLS SUPPORT

- Business
- Stakeholders
- Product Owners
- Directors
- Designers
- Engineers/Developers
- Marketing
- Copywriters

KYLE's SIXER's

- Be Honest
- Embrace the Unknown
- Take Chances
- Go the Extra Mile
- Ideas Over Egos
- Give a Shit

PROFESSIONAL EXPERIENCE

2021

NEM GROUP

Remote, UK

UX/UI Lead Designer

Kyle was entrenched in UX/UI design & research for NEM Group Ltd under a contract position and some of the accomplishments with NEM/Symbol were of the following:

- Helped with UX planning, research, scope, setting up Jira, Figma, & organization of projects; NTF game project, websites, and wallet versioning.
- Directed/lead Symbol website in steering it in a good direction with team
- Establishing Typography, Iconography, & Color pallets for new branding direction, and gaming solutions.
- Helped direct & inspire a team of designers in their exploitative artifacts
- Established UX & ground work
- Creative exploratory in visual design in assisting the vision & direction
- Worked with their community & members in supportive GRFX, UX/UI blog design, consultation & etc...

NFT & AI Project, Symbol Wallets, Symbols New Branding & Sites

2017 - 2020

BBVA OPEN PLATFORM

DALLAS, TX

UX/UI Lead Hybrid Designer

BBVA Open Platform is an API-driven, unified development platform that enables any company to embed banking and payment services into their own customer offering. Kyle took on the project to design from start to finish for BBVA Open Platform, a new subsidiary company, it was already five months behind. He organized team processes for multiple simultaneous workflows and ultimately delivered front-end and back-end solutions that created a powerful user journey within the technology and security framework of a bank.

Public Sites, Private Site, KYC/KYB Admin Tools, and Marketing Materials

2015 - 2017

ROCKFISH DIGITAL

FRISCO, TX

Lead Art Director / UI Designer

Kyle lead and created groundbreaking digital solutions through expert integration of strategy, creative and technology within the retail market place for several their clients. Kyle contributed to Rockfish Digital's clients/brands to become trusted parts of people's lives by creating products, services, and brands that people love.

Art Direction & Lead design - Branding & Innovation, Digital Design & Marketing, UX/UI Design, Digital Online Campaigns to name a few of the skill sets he performed in. Kyle was able to provide for a number of these skill sets for their clients on a wide array of projects. Its helped him to be creatively diverse during the time spent work for such clients such as:

MetroPCS, General Mills, Kimberly Clark, Unilever, Coke and Diet Coke

AWARDS

2019 | BBVA Open Platform

BBVA Excellence Award outstanding branding & UX/UI design and delivery

2017 | BBVA Hinge/New Digital Business

BBVA Excellence Award Hinge/Open Platform -unwavering commitment & delivery

2016 | Barclays iWatch

Wonderful user experience on iWatch, Apple/ iTunes

2015 | Barclays iWatch

Best Apple iWatch apps available at launch, Huffington Post

2014 | Tathata Golf

Publications online; awarded for great design and experience for a golf instructional website

2010 | Your Membership

Webby Award for best website in our industry

2009 | Your Membership

Webby Award for best website in our industry, community software & online education

OPERATING SYSTEMS



Tools of Trade

USER EXPERIENCE

- Sticky, Crazy egg, Hotjar
- SessionCa, Usabilty Hub
- Invision + Plugins
- Zeplin / Figma Workshops
- OmniGraffle
- Axure
- Google Optimize
- Funretro
- +Many others..

USER INTERFACE

- Adobe Enterprise CC
- Sketch & Figma
- Abstract + Others
- Luminar 4 / AI
- Many Apps/Tools

COMMUNICATIONS

- Confluence & Jira
- Integrated Google Suite
- Highq & BaseCampHQ
- + Many Others

EDUCATION

2019 | Mountain Goat

Certified Scrum Master, Mountain Goat Richardson, TX

98-99 | International Academy of Design

Bachelors in Design & Media Communication; International Academy of Design Tampa, FL

97-99 | Tampa Technical Institute

Associate of Applied Science in Commercial Art & Video Production; Tampa Technical Institute Tampa, FL

94-96 | Sarasota Technical Institute

Commerical Art & Digital Design Sarasota, FL

94 | Ringling School of Art & Design

Scholarship Ringling School of Art and Design in Sarasota, FL

90-93 | Maryland School of Art & Design

Associate of Applied Science in Fine Art; scholarship Maryland School of Art and Design Silver Spring, MD