## KYLE VENA

**PRODUCT DESIGN** | SR. **UX/UI STRATEGIST**
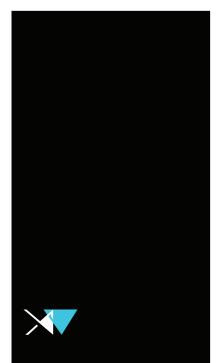
🌐 www.kylevena.com

### CONTACT

📍 Dallas, TX | Remote

in linkedin.com/in/kylevena/

Accomplished **Senior UX/UI Designer with over a decade of experience** in digital design, *specializing in* creating intuitive and engaging user experiences. *Skilled in* blending aesthetic design with functional excellence **across project lifecycles.** *Proficient in* UX research, UI design, and AI-driven design optimization. *Known for* **collaborative work with development teams,** enhancing product usability, and aligning with business objectives.

### SKILLS

- User Research
- Design Thinking
- Rapid Prototyping
- Data Visualization
- UX/UI Design
- UI & Brand Consistency
- Visual Design
- Design Systems
- Accessibility Design

### SOFT

- Collaboration
- Empathy
- Communication
- Problem-Solving
- Adaptability
- Detail-Oriented

## EXPERIENCE

**JAN 23 - PRESENT**
**CONTRACTS / PRODUCT DESIGNER & UX/UI SPECIALIST**

- Led UX/UI design for **PropertyIQ** AI Agent, focusing on user journey, wire-framing, and UX research to align product with market needs.
- Defining Product, UX design, and branding for **CoinCatcher**, contributing to product development and initial launch for testing. (AI Assistant, Data Currency, & Privacy)
- Directed branding and UI design for **BLK DYE**, creating compelling graphics, collections and storyboard concepts. (Ecommerce)
- Developed product and brand strategy for **Nephesh**, integrating design concepts with strategic planning. (Community & Ecommerce)

### 66 DEGREES
**OCT 22 - JAN 2023**
**LEAD UX/UI DESIGNER**

In leading the redesign of PwC Financial dashboards, I orchestrated a 45% decrease in cognitive overload and achieved a remarkable 60% increase in overall usability. Crafting three distinct dashboards, I merged them seamlessly into a unified, user-friendly experience.

- Orchestrated a major UX/UI overhaul for PwC Financial dashboards, enhancing usability by 60% and reducing cognitive load by 45%.
- Improved HR operational efficiency by 35% and task completion by 28% through UX enhancements.
- Innovated executive alert features, increasing effectiveness by 20%.

My role involved crafting intuitive interfaces and user journeys, optimizing data access, and engagement through meticulous wireframing, prototyping, and collaborative strategy. These efforts substantially improved data accessibility, stakeholder satisfaction, overall product value, and user satisfaction.

### GLUWA / CREDITCOIN
**OCT 21 - MAR 2022**
**SR UI DESIGNER**

As a Sr. UI Designer at Gluwa, I played a pivotal role in streamlining branding and services for the Gluwa mobile app/wallet, achieving remarkable milestones. My responsibilities and achievements include:

- Streamlined Gluwa mobile app/wallet branding and services, ensuring a seamless user experience.
- Launched three innovative services, exceeding timelines and demonstrating project management skills.
- Received the Inclusive Fintech 50 Award for excellence in sustainable finance.
- Achieved a remarkable 30% increase in conversion rate through user-centered design.
- Onboarded three or more institutions, expanding Gluwa's financial services reach.
- Significant increase of 1 million in funded loans, contributing to platform growth.
- Drove a notable uptick of 2 million in transactions on Luniverse, highlighting mobile app effectiveness.

Translated design briefs, contributing to a 15% increase in design efficiency. Crafted high-fidelity product components, enhancing Gluwa's brand identity. Designed features, achieving a 20% increase in user engagement. Established a lean design system for scalability.

### NEM / SYMBOL
**APR 21 - JUL 2022**
**LEAD UX/UI DESIGNER**

In my tenure at NEM, I played a multifaceted role as a UX/UI Designer, contributing significantly to the company's strategic rebranding and product development efforts. Key achievements include:

- Directed UX research and UI design for an NFT gaming platform, enhancing user experience and interface innovation.
- Performed comprehensive UX analysis for the new Symbol Wallet, pinpointing improvements and innovations.
- Led UX/UI design for the Symbol Platform's website, improving user engagement and navigation.
- Key contributor to community projects, including Symbolblog.com, enhancing community engagement.
- Influenced NEM's visual and strategic brand direction, aligning with evolving business goals.

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## TECHSTACK

- **Design Tools**: Figma, Adobe Suite
- **Prototyping:** Jam, Zeplin, Proto.io
- **User Testing:** UserTesting, Maze, & Amplitude & others....
- **Collaboration:** Miro, Jam, Google Suite, Confluence/Jira, Monday, ClickUp, Etc...
- **Dev Collaboration:** GitHub, GitBook, Notion, Storybook, & Slack

## RESEARCH/WORKFLOW

- **Research:** Perplexity, Claude, Scite, Validator, and many other online tools
- **Workflows:** Make, Zapier, Active Pieces

## DEVELOPMENT

- CSS, CSS3/5, HTML/5, PHP, and JS
- Builder, Webflow, and WordPress

## EXPERIENCE CONTINUED

### BBVA OPEN PLATFORM  MAY 17 - AUG 2020
#### LEAD UX/UI DESIGNER

At BBVA Open Platform as the UX/UI Lead Designer, I spearheaded the design of an API-driven platform for banking and payment integration. Key accomplishments include:

- Led the UX/UI design of a white-labeled, API-driven platform, enhancing fintech experiences within BBVA.
- Managed the comprehensive overhaul of the platform's websites, business applications, and online KYC/KYB Admin tools, ensuring seamless user experiences from start to finish.
- Successfully accelerated a 6-month delayed project, bringing it on track in just 8 months through effective leadership and project management.
- Contributed to significant increases in transaction volumes and revenues, playing a key role in attracting new clients and forging strategic partnerships.
- Instrumental in the projects that led to BBVA USA's acquisition by PNC Financial in 2020 for $11.6 Billion.
- Recognized with the 2017 Excellence Award for Commitment and Delivery, and the 2019 Excellence Award for UX/UI Design.

### ROCKFISH DIGITAL  NOV 15 - MAR 2017
#### SR UI DESIGNER

In my role at Rockfish Digital, I led key branding and digital design initiatives for clients such as MetroPCS, Amazon, and Coca-Cola. Highlights include:

- Streamlined MetroPCS's e-commerce website UX/UI, boosting readability and sales by 40%, and enhancing the shopping experience by 35%.
- Executed successful marketing campaigns for MetroPCS, improving customer service efficiency.
- Developed innovative in-store marketing strategies for Diet Coke and collaborative branding campaigns with DoorDash and Uber Eats for Coca-Cola products.

My tenure focused on elevating client brands through strategic design and effective collaborations.

### BARCLAYS  JAN 14 - OCT 2015
#### LEAD UX/UI DESIGNER

As a Lead UX/UI Designer at Barclays, my role encompassed a broad spectrum of design projects across various platforms. Key accomplishments include:

- Spearheaded UX/UI design initiatives for a diverse range of devices including smartphones, tablets, and wearables like Apple Watch and Android Gear.
- Delivered complete UX/UI designs for wearable technology, contributing to innovative user experiences.
- Engaged in creating and presenting design concepts, demos, and pitches to stakeholders.
- Integral in the design of banking applications, data infographics, and responsive web designs for Tech All-Stars & Tech Workbench projects.
- Developed user interfaces for internal security dashboards and executive administration tools, enhancing operational efficiency across global departments.
- Conceptualized and executed web and mobile app designs for Barclays' entertainment & events, including the Premier Soccer League and Barclays Card services.

## EDUCATION

**Continual Learning:** Committed to professional growth, I actively pursue online learning via platforms like LinkedIn, SkillShare, and many others. My focus includes completing certifications and courses in Figma, UX Design, UI Design, and Motion Design, ensuring I remain abreast of the latest trends and techniques in the design industry and latest software.

- **Bachelor's Degree** in Design and Media Communications: INT. Academy of Design
- **Associate's Degree** in Video and Digital Communications: Tampa Technical Institute
- **Associate's Degree** in Fine Art: Maryland School of Art & Design

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