KYLE CREW

www.kylecrew.com

Summary

- Talented creative design professional with 15+ years of experience leading highly visible, complex projects
- Expert UX/UI specialist, experienced in fill design life-cycle: blue-sky, client discovery, requirements collection and interpretation, concepting, wire-framing, prototyping, re-iterating, and final design
- Extensive experience in supporting the production design team in creating the UI prototype
- User Experience (UX) - Insights for value innovations, reduced costs, balanced risk
- UI Design (UI) - Usability and elegance for greater experience delivered quickly
- Presentations (WOW) - Impact and value adoption strategies for winning
- Executive Performance & Experience - Insight and innovation in your value chain and customer touch points for increased profitability, refined performance, reduced costs and balanced risks.

Skills

Discovery & Analysis - Research & Formulation of Business Value, Customer Insights
Strategy - User Experience / Customer Experience Strategic Consulting, GUI Design
Management - UX / UI / IT / Marketing (Blended) Projects Vision, Planning & Leadership
Content & Communications - Marketing & Presentation Analysis, Strategy, Design & Copywriting including Marketing and Speechwriting
Branding - Corporate & Executive / Personal Branding
Business Development - Client Relationships & Sales
Efficiency & Improvement - Pattern Analysis & Performance Modeling

Tools & Technologies

UX tools & process - (10+ years)
UI Wireframes, Prototypes, Demos - iRise, OmniGraffle, Visio, Axure, Powerpoint, etc. (10+ years)
Vector Design - Adobe Illustrator (15+ years)
Pixel Design/Imagery – Adobe Photoshop, Illustrator, Fireworks (15+ years)
Interactive & Animation - Flash, etc. (10+ years)
Video & Audio with Editing - Final Cut Pro, Adobe After Effects, Adobe Premier, etc. (10+ years)
Photography - Photo Journalism & Documentary, Product Photography (10+ years)
Web & HTML - Dreamweaver (15+ years)
CSS - (10+ years)
Copy Writing, Editing - (15+ years)
Print Layout - Adobe InDesign, Adobe Illustrator (10+ years)
Documentation - PDF, Adobe Acrobat (10+ years)
OS - Apple, Windows, Office, Networks (10+ years)

Education

Huntingdon College, Montgomery, AL (BA, Speech & Drama) 1985
Art Institute of Atlanta, Atlanta, GA (AA, Computer Animation) 1998

Experience

PowerPlan www.powerplan.com   **July 2021-Present**

Senior UX Designer   *(FTE)*
Lead UX Design program for suite of accounting applications to manage big data for large utilitycompanies. Gathered project requirements through product owners and user reviews. Designed iterative wireframe and prototype solutions. Coordinated with development team to realize and implement solution design.
Tools and Technology: Figma, Adobe Creative Suite (esp. Illustrator and XD)

- Created User Experience design for big data accounting tools
- Discovered User needs through User interviews and dialogue

- Created User Stories to determine requirements
- Created wireframes and User Flow/Screen Flow diagrams to explain and illuminate User Stories
- Created interactive prototypes for Users and Developers
- Created design kits and guidelines

Cotiviti www.cotiviti.com   **April 2018-July 2021**

Senior UX Designer *(FTE)*
Lead UX Design program for suite of applications to manage health insurance data. Gathered project requirements through iterative user dialogue. Lead requirements sessions to distill and understand user needs and goals. Lead design sessions to wireframe and prototype solution. Coordinated with development team to realize and implement solution design.
Tools and Technology: Adobe Creative Suite (esp. Illiustrator and XD), Balsamic

- Created User Experience design for big data management tools
- Discovered User needs through User interviews and dialogue
- Created User Stories to determine requirements
- Created wireframes and User Flow/Screen Flow diagrams to explain and illuminate User Stories
- Created interactive prototypes for Users and Developers
- Created design guidelines and .CSS

Cox Communications www.cox.com   **March-July 2017/October-November 2017**

UX Analyst/UX Designer (Contract)
Designed and developed UX for single pane of glass (SPOG) application to improve user response to service outage issues. Analyzed UX research, translating field user pain points into understandable business requirements, and actionable functional requirements. Lead wireframing efforts for development of system health and communication tools.

Tools and Technology: Adobe Creative Suite (Illustrator and Photoshop), Axure

- Created User Experience design for data management tools, including web and mobile applications
- Discovered User needs through User interviews and dialogue
- Created User Stories to determine requirements
- Created wireframes and User Flow/Screen Flow diagrams to explain and illuminate User Stories
- Created screen comps to show final design and improve marketing
- Created HTML, CSS, JavaScript, and image collateral for final development
- Introduced CSS to development platform
- Introduced web analysis tools (Firebug, Inspector) for development team
- Created Marketing collateral for print and web
- Provided complete cycle of creative services: wireframes, comps, iterations, implementations

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Integratec (an MRI Software company) www.mrisoftware.com   **April 2012-November 2016**

UX/UI Lead/Creative Services Manager (FTE)
Created branding for Integratec, including logo, website, and marketing materials both digital and print. Analyzed and reviewed legacy applications for migration to web and Web 2.0 platforms. Lead in-depth discussion of User requirements. Lead wireframing efforts for flagship applications, and worked closely with development teams to finalize UI. Created final designs for development.

Tools and Technology: Adobe Creative Suite (esp. Illustrator, Photoshop, and Dreamweaver), Axure

- Created User Experience design for video and telecom tools, including web and mobile applications
- Developed business and functional requirements
- Created wireframes and concept illustrations for internal and external stakeholders
- Leveraged front-end languages including HTML, CSS, Javascript, and exposure to Angular

Sage Software www.sage.com   **August 2011-March 2012**

UX/UI Lead/Senior Web Developer (FTE)

Tools and Technology: Adobe Creative Suite (esp. Illustrator and Photoshop), Axure

Developed Small Business Accounting Toolkit, working with team of Information Architects and Accounting SME's to research User requirements, analyze competitive products, and create engaging, attractive, useful UX/UI for web and mobile versions.

- Agile methodology for fast, iterative design cycles
- Prototyping using Axure wire-framing tool
- Provided complete cycle of creative services: wireframes, comps, iterations, implementations

IHG www.ihg.com   **March 2011-August 2011**

UX Designer/Front End Developer (Contract)
Development of web-based application to secure and manage temporary housing for U.S. Government and Military assets. Sole designer for creative assets

Tools and Technology: Adobe Creative Suite (esp. Illustrator, and Photoshop), Axure, iRise, OmniGraffle

- Liaised with military press offices to determine and secure effective, approved imagery
- Created interactive map directory using images, HTML, CSS, and JavaScript
- Created User documentation
- Provided imagery, writing, and creative consulting

Primerica www.primerica.com   **November 2009-March 2011**

Senior Web Developer/Front End Developer (FTE)
Created User Experience design for online sales tools for sales force (150,000+ users), including web and mobile applications.

Tools and Technology: Adobe Creative Suite (esp. Illustrator, Photoshop, and Dreamweaver)

- Collected requirements to turn into User Stories and create target design
- Lead design meetings for development strategies. Introduced new design concepts to bridge migration from legacy platform.
- Provided complete cycle of creative services: wireframes, comps, iterations, implementations

Cox Communications www.cox.com   **November 2008-October 2009**

UI Designer/Front End Developer (Contract)
 Developed User Experience design for roll-out of new services bundling interface for major communications company, reaching tens of thousands of Users.

Tools and Technology: Adobe Creative Suite (Illustrator, Photoshop, and Dreamweaver)

- Agile methodology for swift and iterative design cycles
- Requirements gathering and analysis
- Developed design for online sales and service application
- Coordinated with Development, Implementation, and Client teams

LexisNexis/ChoicePoint www.lexisnexis.com   **April 2006-May 2008**

UI Designer/Front End Developer (FTE)

Developed User Experience design for secured background check applications. Developed portal model for combining and unifying redundant silo applications.

Tools and Technology: Adobe Creative Suite (Illustrator, Photoshop, and Dreamweaver)

- Agile methodology for swift and iterative design cycles
- Requirements gathering and analysis, including security measures
- Developed User flow stories, storyboards, and diagrams
- Full life-cycle development including requirements, wireframing, prototyping, and final design collateral

ARIS (Volunteer Organization, active) www.aristheatre.org   **April 2011-Present**

Founder/Artist/Board Member

Along with like-minded theatre artists, founded and developed Aris Theatre, dedicated to presenting theatrical and literary works of Wales, Ireland, Scotland, and England. Created and developed dramatic productions as Actor, as Writer, as Director, and as Producer.

- Founding member, directly responsible for initiating incorporation
- Worked with Consul General of Ireland to create framework for theatre
- Created logo and branding for ARIS
- Created ARIS web presence
- Wrote and directed first ARIS production for IrishFest
- Company member in *"Philadelphia, Here I Come!"* and *"The Playboy of the Western World"*
- Directed *"Stones In His Pockets"*
- Chairman of the Board (Serving August 2015-August 2017)