

# Kyle Kochanek

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## SUMMARY

Strategic Product Designer with over a decade of experience transforming complex challenges into systematic solutions. Expert in scaling B2B/B2C experiences through human-centered design and collaborative leadership.

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## EXPERIENCE

### Lead Product Designer

#### PokerAtlas

July 2023 - Present, Remote

- Overhauled B2B product's design framework, achieving a 70% improvement in design-consistency and reducing handoff errors using Figma and design tokens.
- Assumed dual roles of acting Lead Product Manager and Lead Product Designer, effectively managing cross-functional teams and ensuring on-time delivery while meeting critical business goals.
- Leveraged leadership skills to optimize resource allocation, ensuring alignment with overarching business objectives and design goals.
- Championed adoption of design principles across all project phases, leading to a 35% reduction in conceptual revisions and fostering alignment with stakeholder objectives.
- Created comprehensive design documentation, enhancing cross-team collaboration and ensuring project alignment, resulting in a 25% reduction in design-related communication errors over 6 months.

### Designer

#### Freelance Work

August 2008 - Present, Remote

- Architected comprehensive design systems and product strategies for various groundbreaking applications across mobile and desktop platforms, spanning but not limited to government, fintech, music, social networking, and IT sectors.
- Specialized in critical zero-to-one product phases, establishing foundational design systems and solving complex UX challenges for emerging applications.
- Evolved with industry transitions from Flash animation to modern design tools, maintaining cutting-edge expertise across multiple technology shifts.
- Optimized a clients existing workflows by integrating up-to-date design methodologies and technologies, enhancing client efficiency by 20%.
- Developed end-to-end design for a web app over 8 months, closely integrating with product and development teams using Figma.
- Engineered responsive mobile web interfaces over 6 months, enhancing user engagement by 30% through iterative A/B testing and user feedback analysis.

### Principal Product Designer

#### Roadpass Digitail

June 2022 - July 2023, Remote

- Implemented a white label design system ("Bonfire") with a comprehensive Design Language System (DLS) supporting five distinct platforms (React, React Native, WordPress, Ruby on Rails), resulting in a 64% increase in design system adoption across the organization.
- Led design teams in an agile, team-led operating framework, contributing to \$143,000 in annual savings (\$54,600 in design team savings and \$88,400 in engineering team savings).
- Spearheaded initiatives to transition to a headless system language through the development of 14 atomized components, successfully bridging engineering, product, and marketing across multiple tech stacks.
- Contributed to significant UX improvements by reducing accessibility issues from 500,000+ to a few hundred, while standardizing design patterns across all products.
- Streamlined task allocation via JIRA, leading to a substantial boost in delivery pace, reflected by a 30% decrease in project completion time over half a year.
- Ensured design parity across five platforms by orchestrating cohesive visual language strategies, achieving a 100% alignment rating in UI consistency assessments over 12 months.

### Senior Product Designer

#### Roadtrippers

March 2018 - June 2022, Remote

- Played a key role in contributing to Roadtrippers MAU growth from 600k to over 2M.
- Redesigned onboarding process, leading to a 12% increase in subscriptions and 80% onboarding completion rate.
- Navigated and helped transition and build the product design team through complex acquisition into the Roadpass Digital family, ensuring continuity and alignment with new organizational goals.
- Developed and managed shared libraries to ensure consistency and efficiency across design projects, resulting in a 25% improvement in design turnaround time for five business lines.
- Designed and launched Android-specific design enhancements, achieving a 15% increase in user engagement over a 6-month period through data-driven UI improvements.

### Senior Product Designer

#### Momentum Inc

May 2016 - February 2018, Dayton, Ohio

- Led high-profile interactive design projects for major sports venues, including the Cincinnati Bengals Stadium, implementing large-scale touchscreen interfaces and augmented reality projection systems.
- Spearheaded digital wayfinding and informational kiosk projects for multiple higher education institutions, including the University of Kentucky and Wright State University, achieving 99% system uptime post-launch.
- Pioneered company-wide adoption of Figma, leading workshops and training sessions to establish new collaborative design workflows.
- Created engaging motion design elements for public installations, including custom hand drawn animations for the Ohio State Fair informational kiosk.
- Managed complex projects averaging 500+ billable hours, coordinating cross-functional teams of 5-6 members while ensuring seamless integration between physical and digital elements.
- Managed asset optimization strategies for interactive installations, reducing resource waste by 15% over 6 months through implementing modular design components and iterative prototyping with cross-functional teams.

## Art Director

A Global Humanitarian Non-profit

December 2014 – December 2015, Charlottesville Virginia

- Optimized donor payment mechanisms through UX research and design strategies, resulting in a 300% surge in donor revenue, reaching an approximate \$3 million.
- Doubled email campaign engagement rates through strategic redesign of donor communication journeys and optimization of conversion funnels.
- Introduced and implemented Sketch App as the primary design tool, enabling the creation of more refined digital experiences and streamlined workflow processes.
- Implemented cross-platform content strategies leading to improved audience engagement and brand recall by 25%.

## Graphic Designer

Harris Public Safety & Professional Communications

February 2014 – November 2014, Lynchburg, Virginia

## Graphic Designer

Presidio Studios

June 2012 – January 2014, West Virginia

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## SKILLS

### Hard Skills:

• Product Design • UX/UI Design • Design Systems Architecture • Information Architecture • Interaction Design • Motion Design • Wireframing • Prototyping • HTML/CSS/JavaScript • SwiftUI • Visual Communication • Illustration • Brand Development

### Software & Tools:

• Figma • Design Tokens • Component Libraries • Custom Tool Development • Design Documentation • Prototyping Tools

### Methodologies:

• Human-Centered Design • Design Thinking • System Thinking • Agile Methodologies • User Research • Usability Testing • Journey Mapping • Accessibility Design

### Soft Skills

• Design Leadership • Team Mentoring • Workshop Facilitation • Cross-functional Collaboration • Strategic Planning • Product Strategy • Storytelling • Design-to-Development Handoff