

# Kyle Sullivan

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**Summary:** I came to Product Design from a background in Data Analytics. I was drawn to Product Design and UX/UI because I felt excited and rewarded by the opportunity to create solutions to help solve problems for people that align with their goals. My background gives me a unique perspective on design problems and I'm able to combine insights and user-centered design to drive business value.

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## SKILLS

### UX/UI Design

- Designed a status badge feature so that users understand component state in key use cases.
- Designed the addition of filters in key use cases to decrease the time to find an item by 10%.
- Designed an improved visual hierarchy for the product's dashboard page to increase visibility and drive additional user engagement by 5%.
- Assisted product designers with the preparation and management of design thinking workshops.
- Developed user flows and journey maps to demonstrate the user experience of proposed designs.

### Design Software

- Designed wireframes in Figma to communicate early-design layouts and gather stakeholder feedback.
- Completed designs in Figma, including auto-layout, styles, variables, and design systems.
- Completed responsive mobile prototypes consisting of multiple screens and micro-animations.

### Research

- Completed competitor benchmarking and qualitative analysis to evaluate best practices in design patterns.
- While assisting with the redesign of the product homepage, used funnel analysis to identify how users interact with the existing homepage to identify key improvement areas.
- While assisting with the redesign of product navigation, completed analysis to highlight key user tasks and paths that should be retained/improved to create clear information architecture.

### Product Analytics

- Managed the design and execution of AB tests to evaluate the impact of product enhancements on metrics.
- Developed a measurement framework to guide product managers in making optimal roadmap decisions.
- Designed and implemented a dataset of user personas to provide deeper insights into user behavior.

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## PROFESSIONAL EXPERIENCE

<b>Senior Data Analyst</b>   <i>GetYourGuide</i>	June 2022 - Present
<b>Data Analyst</b>   <i>Routable</i>	Oct 2020 - May 2022
<b>Analytics Manager, Media Operations</b>   <i>Inmar Intelligence</i>	Apr 2017 – Sep 2020
<b>Paid Media Analyst</b>   <i>Inmar Intelligence</i>	Apr 2016 – Apr 2017

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## EDUCATION & TRAINING

<b>UI Design Bootcamp</b>   <i>Memorise.ly</i>	July 2023
Example material: Wireframing/layouts, competitive benchmarking, component based design	
<b>M.S. Statistics and Analytics</b>   <i>University of Arkansas, Fayetteville, AR, USA</i>	May 2020
<b>B.A. Economics and International Relations</b>   <i>University of Arkansas, Fayetteville, AR, USA</i>	May 2014