

Will Kyle

[Portfolio](#) | [LinkedIn](#) | williamofnewe@gmail.com | 207-890-0355

Work Experience

Founder & Product Lead | Odomo | Madison, WI | August 2023 - Current

- Independently designed and coded a consumer-facing events-based web app MVP.
- Drove a 5% clickthrough rate and 20% conversion rate for ads during the trial period, well above industry standards.
- Attracted a team of 3 startup founder advisors, 2 investors and 6 initial technical collaborators.

Product Design Lead | Roydan Enterprises | Manitowoc, WI | October 2020 - August 2023

- Brought a new enterprise platform to launch, increasing revenue by 13% within 6 months after Alpha release.
- Improved user satisfaction score by 35% and workflow efficiency by 16% by spearheading user research and testing initiatives.
- Founded and led the design team for an enterprise SAAS startup with expertise in payments, dashboards and communications.
- Scaled the team's design capabilities to support 180+ released user stories during tenure.
- Introduced and integrated streamlined UX processes within established Scrum workflows.
- Built a modular design system adopted by 25+ designers and developers.

Technical Solutions Engineer | Epic Systems | Verona, WI | August 2019 - April 2020

- Designed product improvements within Epic Systems EHR, leading a team of technical analysts to implement 200+ workflow solutions for hospitals.
- Investigated critical patient safety risks and bug reports through code analysis and test environment replication, then designed alternative workflows and/or engineered technical fixes.
- Coordinated an average of 50 active ongoing issues for 30 hospitals.
- Developed and deployed a search utility for internal use by over 10,000 employees.

Product Researcher | Blockseed Investments | New York, NY | July 2018 - January 2019

- Informed product strategy through competitive analysis of 10+ competitors in the blockchain and fin-tech market.
- Wrote over 20 newsletter articles on startup investment strategy & how to leverage analytics.
- Achieved a 15% increase in sign up conversion rate with a landing page redesign and thorough A/B testing.

Emerging Technology Editor | Impakter Magazine | United Kingdom | June 2018 - January 2019

- Recognized for increasing engagement by publishing 4 interviews with tech CEOs on their use of emerging technologies for social good.
- Saved the company over 200 man-hours per month by designing and developing a JavaScript tool for automated email campaigns.

Education

Bachelors, Media Studies & Economics | Vassar College | Poughkeepsie, NY | August 2015 - May 2019

Skills

Product Strategy - User Experience Design - Product Launch - Agile - Scrum - Prototyping - Wireframing - User Research - Competitor Analysis - Usability Testing - A/B Testing - Team Management - Startups - Mentorship - API Interactions - Jira - Electronic Health Records (EHR) - Data Analysis (Python, Excel) - JavaScript - CRM - SQL - HTML5 - CSS3 - React - Bootstrap - jQuery - Adobe Creative Suite - Figma - InVision - Sketch - WCAG 2.1 - Version Control - Git - Google Analytics - SEO - LaunchDarkly - Creative Direction