

Kyle Kochanek

Product Designer

Contact

hello@kylekochanek.com

Kylekochanek.com

Skills

Interaction design

Managing Design Teams

Visual design

Wireframing

Prototyping

User research

Design Thinking

Design system thinking

Collaboration

User Journey Maps

Branding Expertise

Information Architecture

Process mapping

System thinking

Tools

Figma

Adobe Creative Suite

Sketch App

Framer

Notion

VS Code

HTML, CSS, Javascript

React

Typescript

NodeJS

Work

Lead Product Designer @ PokerAtlas

2023 — Now

- Developed comprehensive B2B design system, enhancing UX and streamlining development
- Transformed 4-year-old tech demo into market-ready product within one year
- Assumed dual PM/PD role, managing cross-functional teams and ensuring on-time delivery
- Rebuilt product playbook, establishing foundation for future product management

Principal Designer (Design Systems) @ Roadpass Digital

2022 — 2023

- Implemented white label design system for five brands, improving UX and processes
- Led agile design teams, contributing to significant operational efficiencies
- Spearheaded transition to headless system, bridging engineering, product, and marketing
- Achieved 80% reduction in feature completion time via design system
- Contributed to doubling customer activation in subscription funnel

Senior Product Designer @ Roadpass Digital

2018 — 2022

- Key player in startup growth, helping to scale the company MAU from 600k to 2M+
- Drove initiatives across five business lines, mentoring designers
- Enhanced user retention through cross-functional collaboration
- Supported 20+ consumer brand integrations, improving UX
- Navigated design team through complex acquisition, ensuring continuity

Senior Product Designer @ Momentum Inc.

2016 — 2018

- Led client projects, creating intuitive user experiences
- Ran workshops, training designers and developers in new tools
- Actively participated in client pitches and product presentations
- Conducted UX audits, incorporating motion design to boost engagement
- Bridged design, development, and client needs for high-quality deliverables

Art Director @ Global humanitarian non-profit

2015 — 2016

- Directed creative projects, managing a team of designers and artists to produce compelling visual content and experiences.
- Developed and executed creative concepts for marketing and fundraising campaigns, ensuring brand consistency and visual appeal.

Designer @ Harris Corporation

2014 — 2015

Graphic Designer @ Presidio Studios

2012-2014

Edited October 2024