

# Kyle Doan

Senior UX Designer

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Portfolio: [www.doan44.com](http://www.doan44.com)

## EXPERIENCE

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### Rocket Mortgage

Dec. 2019 – Present

#### UX Designer

- Contributed to and reinforced a design culture obsessed with meeting business objectives by solving client needs that are backed by user research.
- Designed and implemented dozens of products that support over 26k internal team members through onboarding, career mobility and professional development.
- Facilitated the restructuring of the company's internal information architecture that contains over 450 unique topics and generated 6 million web views in 2021.
- Designed and implemented a partner portal that helps aid the mortgage closing process which contributed to the 9.5 billion in profit generated for the company in 2020.
- Led multiple cross-disciplinary week-long design sprints that explored and validated unique business ideas.
- Presented design solutions and user research insights to stakeholders and cross-functional business teams.

### HockeyTech (Now FloSports)

Mar. 2015 – Jun. 2019

#### UX Designer

- Lead product designer of a video streaming subscription platform that broadcast 15k live hockey games annually to over 500k viewers worldwide.
- Created the design system framework for components, typography, grids, colors and icons.
- Designed entire user experience for responsive web, mobile and OTT apps through discovery, research, wireframing and interactive prototyping.
- Mentored designers by leading workshops during a company relocation phase from U.S. to Canada.

### HockeyTech (Formerly FASTHockey)

Oct. 2013 – Mar. 2015

#### Visual Designer

- Original team member that helped grow a start-up company into acquisition.
- Managed all social media platforms and campaigns, over 50k followers.
- Collaborated with clients to cross-promote over 400 promotional events annually.
- Created company brand, product logos and usage guidelines.
- Designed and managed all email marketing campaigns including automation for onboarding, retention and win-back, over 1 million sends annually.

## EDUCATION

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Oakland University – Bachelor of Science in Marketing

## SKILLS

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|----------------------------|-----------------------|-------------------------|--------------------|
| ▪ Prototyping              | ▪ Mentoring Designers | ▪ Analytics             | ▪ Figma            |
| ▪ Storyboarding            | ▪ Collaboration       | ▪ UI Design             | ▪ Adobe XD         |
| ▪ Wireframing              | ▪ Design Sprints      | ▪ Agile & Lean          | ▪ Adobe Photoshop  |
| ▪ Information Architecture | ▪ UX Research         | ▪ Heuristic Evaluations | ▪ Product Board    |
| ▪ Presentations            | ▪ User Personas       | ▪ Communication         | ▪ Lucid, Miro      |
| ▪ Interaction Design       | ▪ Site Mapping        | ▪ Stakeholder Reviews   | ▪ Sketch, InVision |