Hi there! I'm Kyle, a product designer based out of Chicago.

I have over a decade of experience building functional products that delight users and solve big, complex issues. Nice to meet you.

Education

University of Cincinnati
2003-2008

bachelors of science in graphic design

Software/Proficiencies

Skills
+ Rapid Prototyping
+ User Research
+ Information Architecture
+ Journey Mapping
+ Usability/Accessibility
+ Design Thinking
+ Product Management
+ AI Prototyping

Work Experience

HMH
Lead Product Designer | 2015-Present

For the past decade I have worked to bring a range of products successfully to the education market. I collaborated closely with curriculum specialists and stakeholders to create clear, easy to use, print and digital materials that delighted students and teachers alike. More recently my primary focus has been on the UI/UX of our online platform, including improved teacher planning tools, whole-class engagement, and overall IA enhancements.

As a Lead, I was responsible for the alignment of product to business strategy and methodology, instilling those practices in junior designers within my team.

Madison Design
Senior Designer | 2008-2013

Designer on a variety of print and multimedia projects, specializing in internal communications for the Fortune 500 market, including Procter & Gamble and the Cintas Corporation. Was awarded Marketer of the Year by the Cincinnati Chapter of the AMA for our work in the healthcare segment. Learned to be an autonomous designer while working within a small, talented team.

Lippincott
Intern | 2007

Worked primarily on branding assets for many big name clients, such as Walmart, Bank of New York, Tiger Woods and Delta. Learned a lot about strategy and design research in a short amount of time.

Email: hello@kyleraum.com

Phone: 513-967-9851