

KYLE WILMARTH

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Highly-motivated creative professional with over 10 years experience in designing, developing, and executing business initiatives to improve customer and user experiences. Strategic problem-solver with extensive technical expertise, helping businesses overcome challenges through effective user-centric design principles. Working experience in cyber-security, insurance, financial services and healthcare industries.

SKILLS

- Expert craftsman in Design & Prototyping tools (Figma, Sketch+Abstract, Adobe XD, InVision)
- Expert knowledge of Adobe Creative Suite (Illustrator, InDesign, Photoshop, Dreamweaver)
- Front-end Development (HTML5/CSS/JS/PHP)
- WordPress theme development
- Experience using Jira/Atlassian, Azure DevOps
- Strong written & verbal communication skills
- Working with stakeholders and maintaining positive relationships
- Responsive web design and development
- Applying requirements, test results and user needs to deliver optimal user experiences
- Motivated, self-driven team player

EXPERIENCE

Opentext, Inc.

May 2022 – May 2023

User Experience Designer

- Primary UX Designer serving multiple software engineering teams using various Agile methodologies including Lean, Extreme, and Scrum to deliver cyber-security features.
- Lead UX Designer for a large-scale cyber-security platform, crafting complex persona/role-based interactive prototype for user testing and executive level presentation.
- Collaboration with development, product owners, architecture and engineering stakeholders to deliver user-centric features from whiteboarding to prototyping to QA front-end support.
- Maintaining core design systems and components, applying consistent interaction design patterns across various products and features.
- Redesigned complex subscription provisioning workflow to meet PM sales growth initiatives and partner enablement goals.
- Design Thinking advocate and leader of weekly cross-functional UX focus group to establish best practices and document UX guidelines.
- Designing accessible user interfaces for mobile to desktop experiences.
- Active participant in development workshops to provide guidance and insight to improve user experience.

NEPS, Inc.

December 2009 – May 2022

Customer Experience Design Specialist

- Designing customer communications for high-volume, variable data-driven, transactional documents for insurance, financial services, and healthcare clients — statements, policies, bills & invoices, correspondence, welcome kits, and other critical communications.
- Lead designer for digital transformation services including cross-media and digital-first communications strategy, enabling clients to transition high-volume printed output into digital output channels including HTML, Email, Mobile, SMS, video, etc.
- Lead UI/UX designer and front-end developer for proprietary software-as-a-service (SaaS) platform servicing enterprise communications.
- Establishing and detailing template, style and functional specifications for cross-media campaigns for associated channels including print, web, mobile, SMS, while maintaining brand standards across channels.
- Usability testing, analysis and reporting including Adaptive interviews, Surveys, A/B testing, script development and presentation.
- Working as liaison between business stakeholders and cross-functional teams to implement user experience initiatives throughout project life-cycle.
- Primary web designer/developer and digital marketing lead for company website, landing pages, email campaigns, analytics and cross-media campaigns, branding, and printed collateral.
- Mentor and career development advocate for junior team members and interns.

GUEST SPEAKING

XPLOR Webinar Series

May 2021

Guest Speaker: "It's 2021 — Are your communications stuck in the 90s?"

HP Engage Conference

November 2015

Guest Speaker: "Designing for Digital: New styles of Communication that Enhance your Business Ecosystem"

XMPie Users Group Conference

November 2013

Guest Speaker: "Designing with XMPie in a New Context"

EDUCATION

Becker College

2006 – 2009

B.A., Graphic Design & New Media

Massachusetts College of Art

2006 – 2006

Johnson & Wales University

2005 – 2006