

# KYLE BATSON RESUME

316.990.4246

[kylebatson@gmail.com](mailto:kylebatson@gmail.com)

[www.kylebatson.com](http://www.kylebatson.com)

## EXPERIENCE

- 2002–Present **Freelance**, *design, development, and photography*
- Website design, website development, graphic design, logo development, print collateral design, and photography
- 2015–2017 **Educational Testing Service**, *UX/UI Design Lead*
- Responsible for the UX/UI of a suite of web applications used to administer and deliver high-stakes assessments to K–12 students in multiple states across the United States
  - Managed team of 5 including UX designers, web designers, front-end developers, and accessibility specialists
  - Advocated for users and ease-of-use with stakeholders and product owners
  - Formalized design process and integrations with other departments including business analysts, software developers, project managers, software testers, and support staff
  - Promoted universal design practices and accessibility considerations at every stage of the development process
- 2013–2015 **Computerized Assessments & Learning**, *Software Developer Team Lead*
- Directed the design of the application both on the front-end and its integration with the back-end which delivered assessments for over 5 million K–12 students around the US and internationally
  - Managed the workload and development priorities for a team of 7 with product managers and stakeholders
  - Assisted in the design of the system's JSON-based data format and developed parsing rules from XML input
  - Promoted a modular and configurable application design to allow for both multi-tenant use and easy customization for various client needs
  - Requirements gathering and extensive documentation of features
- 2011–2013 **Computerized Assessments & Learning**, *Interaction Designer*
- Designed a highly-configurable UI for a K–12 assessment system to deliver assessments in multiple languages
  - Implemented precision and consistency in the UI across devices and operating systems
  - Developed product's HTML templates and CSS to ensure proper separation of markup and presentation
  - Developed interactions across mouse, touch, and keyboard navigation interfaces with a mobile-first approach
  - Designed and developed Javascript-based mini-tests
- 2008–2012 **Premier Sports Management**, *Web Designer and Web Developer (contractor)*
- Website design and development of various websites for Premier Sports Management
  - Design and development of a web application for public voting on student athletes including voting system, data submission and data export features
  - Design and development of a web application to scrape baseball stats and present an ongoing ranking of player value
- 2008–2009 **OnTarget Interactive**, *Graphic Designer and Web Developer*
- Responsible for design and development work on websites, identity development, print design and video editing.
- 2006–2007 **The University of Kansas School of Fine Arts**, *Web Designer and Web Developer*
- Responsible for standards-based front-end site development and developed a simple CMS in PHP, MySQL to improve ease-of-use in updating the site
  - Worked with a cross-disciplinary team (physicists, illustrators, developers and designers) to develop educational games for kids in HTML/Javascript as well as Flash/Actionscript

## SKILLS

**UX design:** Advocate of universal design practices, extensive experience with mobile-first and responsive design, heuristic evaluation, personas, workflows, wireframing, prototyping

**Visual design:** branding/identity, print collateral  
Accessibility: keyboard navigation, screen reader testing, WCAG standards, ARIA

**Design software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Axure, Sketch, Balsamiq

**Photography:** interiors, portraits, studio lighting, retouching

**Web technologies & frameworks:** Semantic HTML5, CSS3, Javascript/jQuery, Jekyll, PHP, AJAX, Bootstrap, XML, JSON

**Content management:** ExpressionEngine, Wordpress, Joomla, Drupal

**Database:** MySQL

**Web debug tools:** Mozilla Firebug, Chrome developer tools

**Versioning and other tools:** Git, SVN, Bitbucket, Jira, Confluence

## **EDUCATION**

2002-2006 University of Kansas, Lawrence  
Bachelor of Fine Arts in Visual Communication (Graphic Design)

## **REFERENCES**

### **Kalyana Koka**

Director of R&D at ETS  
(785) 312-0389  
kkoka@ets.org

### **Nan Loyd-Leffingwell**

Content Manager at ETS  
(785) 813-8018  
nano14@me.com

### **Jared Straub**

Test Engineer at Shutterstock  
316-617-3347  
jaredkstraub@gmail.com