

# KYLE BATSON RESUME

316.990.4246

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

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

## EXPERIENCE

- 2021–Present **EagleView Technologies, Senior UX Designer**
- Lead designer for Commercial business unit directing user research and junior/mid designers
  - Designed new map and property-based ecommerce workflows to reduce customer confusion as well as back-and-forth with customer support team
  - Designed brand new API Developer Center using a mobile-responsive approach
  - Analyzed and revised drone-based imagery capture and analysis workflows and interfaces
  - Performed in-person contextual research to generate and revise personas and journey maps
  - Designed research plans, performed research, and presented analysis based on user interviews, and both moderated and un-moderated usability testing sessions
  - Performed heuristic analyses for both internal and external products
  - Performed accessibility analysis for internal products
  - Advocated for users and ease-of-use with stakeholders and product owners
- 2018–Present **America's Job Link Alliance, Product Designer**
- Responsible for the UX/UI, feature development, and roadmap planning of a workforce/job board/CRM application for use in 9 U.S. States
  - Performed user testing and user interviews
  - Created reusable templates, components, stylesheets for application
  - Responsible for WCAG 2.1 AA compliance
- 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
  - Assisted in requirements gathering and created 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–Present **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
- 2002–2021 **Freelance, design, development, and photography**
- Website design, website development, graphic design, logo development, print collateral design, and photography

## 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:** Figma, Miro, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Axure, Sketch, Balsamiq

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

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

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

**Photography:** interiors, portraits, studio lighting, retouching, Part 107 drone pilot certified

## EDUCATION

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

## REFERENCES

### Bill Bangs

Director of Design  
Operations at EagleView  
(303) 378-1835  
bill.bangs@eagleview.com

### Joy Bancroft

Customer Experience Manager  
at AJLA-TS  
(913) 484-6086  
joybancroft@gmail.com

### Christine Panus

Senior Developer at AJLA-TS  
(785) 760-4466  
christine.panus@panusventures.com