

# Kyle Purcell

## UX/UI DESIGNER

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## PROFILE

UX Designer with over 10 years of experience in graphic design, marketing, and communications. I use creativity and ingenuity to find solutions to complex problems. Driven by an empathetic approach and a desire to create accessible, inclusive spaces (IRL and URL), my designs place people at the heart of the process.

## SKILLS

Figma

InVision

Adobe Creative Suite

(Illustrator, Photoshop, InDesign,

Lightroom, Premiere Pro)

WordPress/Squarespace

HTML/CSS

UX/UI Design

User Research

Information Architecture

Wireframing

Usability Testing

UI Library

Style Guides

Branding

## EDUCATION

**BrainStation | Diploma, User Experience Design**

**OCAD | Basics of Design Principles**

**Toronto Metropolitan University | BFA, Theatre**

## EXPERIENCE

### UX/UI Designer | Freelance

APRIL 2022–PRESENT

- Work with clients to define business goals and create custom digital solutions that drive results
- Currently leading an end-to-end redesign of an online ordering system for a web-based SaaS
- Design and build websites, including the Progress Festival website that increased visibility and ticket sales by 25%

### Product Designer | Codebusters

MARCH 2023–AUGUST 2023 (Part-time Contract)

- Designed a realty investment web app, collaborating closely with the development team to launch MVP
- Conducted market research, created a brand guide, and designed a marketing site for an estate planning app
- Played a key role in strategic expansion by collaborating with the CEO on AI Service and designing Conversational AI Agents

### Teaching Assistant | BrainStation

JULY 2022–OCTOBER 2022

- Assisted in the delivery of UX Design Diploma Program, resulting in positive feedback from students and educators
- Supported and mentored 16 students through marking, feedback, and 1-on-1 sessions
- Provided timely feedback on over 150 assignments, aiding student improvement
- Led engaging stand-ups and open studio time, helping students better understand program content

### Manager of Marketing & Communications | The Theatre Centre

JANUARY 2017–OCTOBER 2022

- Designed all print and digital collateral, increasing brand recognition and ticket/donation revenue by 10-15% year-over-year
- Led a team of 5 through end-to-end [web design](#), improving user experience: bounce rates were reduced, technical support calls decreased, and online donations increased by 20%
- Wrote private and public sector grants, securing over \$150,000 in funding in 2020-21
- Wrote monthly newsletter and special interest pieces increasing subscribers by 100%, open rate by 50%, and click-throughs by 20%

### Graphic Designer & Marketing Coordinator | The Theatre Centre

MARCH 2016–JANUARY 2017

- Designed and created all collateral, amplifying cohesive brand recognition
- Formalized style guide facilitating better cross-department collaboration and saving approx. \$10,000 by streamlining the design process
- Created social content growing online audiences by 250% across channels

## PROJECTS

### UX Designer | Sprout

APRIL 2022–JULY 2022, BRAINSTATION CAPSTONE PROJECT

- Implemented best practices of UX design, from research to prototyping, in the creation of [an iOS app to help urban gardeners](#)