

KYLE HUMMEL

SEATTLE, WA

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EXPERIENCE

Product Designer | Odins3

Bothell, WA | March 2023 - Present

- Spearheaded AI-driven website development, resulting in a 240% increase in customer responses, and contributing to significant growth in company revenue and visibility
- Boosted site speed and user experience by partnering with developers on timely product delivery, contributing to a sustained 5/5 client satisfaction rating
- Application of website design while maintaining SEO optimization—drastically increasing YoY sales, and expanse from 1 location, to 4 locations for a local gym (*Progressive Performance*)

Graphics and Web Design | Freelance

Seattle, WA - Chicago, IL | May 2018 - Present

- Delivered full branding solutions including logo design color palettes, typography systems, and brand guidelines, resulting in cohesive brand experience
- Managed multiple concurrent projects while maintaining quality standards, successfully delivering 100% of projects on time and within budget

PROJECTS

Mobuild | End-to-end Application MVP | UX Design and Research

June 2025

- Streamlined onboarding experience, reducing initial setup time by 35% for new users
- Enabled real-time layout feedback via AI pinning, boosting confidence and speed
- Implemented responsive design system, increasing mobile usability scores in testing

Driveline Baseball | Dynamic Website | UX Design and Research

May 2025

- Reorganized navigation to reflect mental models of youth sports parents and coaches
- Clarified key CTAs and copy hierarchy, improving task completion rates in usability tests
- Provided actionable recommendations to improve trust, accessibility, and content clarity across parent, coach, and youth athlete demographics

Uptime Robot | Features Update | UX Design and Research

May 2025

- Designed new monitor ownership and alert acknowledgment tools to reduce alert fatigue
- Consolidated multiple dashboards into one unified control panel for faster diagnosis
- Validated design through usability testing, revealing 2× faster resolution on average

TECHNICAL SKILLS

Applications: Figma, Adobe Suite, Framer, Webflow, Squarespace, Wordpress, Agile, Web3

AI Tools: Lovable, Figma Make, Bolt, Vercel, Firefly, Claude, ChatGPT, Midjourney, Stitch, Cursor

Softskills: Empathy, Adaptable, Creative Thinker, Problem Solver, Leadership, Collaboration

EDUCATION

UX Academy

+480 hours - Designlab

3 capstones

June 2025

Google UX Design Professional

+240 hours - Coursera

Certification

June 2024

Cascadia College

Bothell, WA

Associate in General Studies

June 2015