

Kyle LeBlanc

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I'm a product design executive who turns UX organizations into strategic partners that shape roadmap, accelerate innovation, and raise the craft bar. My work centers on AI-powered, intuitive, and scalable experiences across complex consumer and enterprise ecosystems. I've led large cross-functional teams to simplify workflows, modernize platforms, and ship high-impact features that improve productivity and drive measurable engagement and growth. I focus on clarifying ambiguity, aligning product and engineering around outcomes, and using human-centered design, data, and automation to solve hard problems and move businesses forward.

CORE COMPETENCIES

Building & Leading Design Teams | Product Design & Strategy | Digital Transformation | Product Market Fit | User Research | Design Systems | Design Thinking | Change Management | Content Design | Program Management | Stakeholder Management

EXPERIENCE

Teradata

VP, Platform Design & Customer Experience (5/2023 to Present)

Reporting to the Chief Product Officer, I lead the UX design team consisting of 100+ IC responsible for design, content, front end development and research across all Teradata products.

- Pivoted design to a thought partner and embedded designers into the empowered team model alongside PM and Engineering
- Improved NPS by 7 points in 2023: Led strategic ease-of-use initiatives to remove friction, modernize UI, and improve first-time user success.
- Established a User Advisory Board to help gather customer insights, guide strategic direction, develop user advocacy and provide market validation
- Established AI-Driven UX Strategy: Led efforts to embed AI into the platform to enhance usability, automate workflows, and accelerate user adoption.
- Enhanced Product Engagement: Introduced a jobs to be Done framework to develop a UX quality measurement framework (Product Engagement Score), providing executive-level reporting to guide product decisions.
- Drove Self-Service & Collaboration Tools: Led developer platform initiatives, simplifying integration and enhancing internal/external collaboration.
- Enabled Global Scaling: Built UI Center of Excellence in Mexico City, improving engineering velocity and design execution.

Coursera

Sr Director of Product Design, Core Platform and Degree Experience (2/2021 to 5/2023)

Lead the Core Platform design teams that are responsible for the Authoring, Learner, Educator, Mobile, and Degree Student experiences.

- Launched AI-Powered Learning Assistant: Led the design of Coursera Coach, an AI-powered tutor that personalizes learning and increases course completion rates.
- Led redesign of Coursera's global consumer platform, unifying fragmented experiences for 40M+ learners.
- Redefined Course Authoring with AI & ML: Designed and implemented AI-driven course creation tools, reducing authoring time by 40% and enhancing instructor productivity.
- Increased mobile engagement by 36% and sign-ups by 25% through consumer-first design improvements.
- Integrated UX & Brand Strategy: Unified product and marketing design, strengthening brand recognition and design consistency across touchpoints.

GitHub

Director, Design Infrastructure (8/2020 to 2/2021)

Lead the Design Infrastructure team of 15 designers and engineers responsible for GitHub OS and Primer Design System.

Intuit

Head of Design, Horizontal Design Capabilities (3/2018 to 8/2020)

Built and managed the Horizontal Design Capabilities team consisting of 23 Designers and Design Technologists. Our areas of responsibilities included Design Systems, Virtual Expert Platform, Billing & Subscription, and Intuit Developer Group.

- Launched Virtual Expert Platform to transform support engagement opportunities to a \$400M annual business
- Led Customer and Developer Success design teams responsible for \$48M in help, care and support cost savings
- Define KPI metrics for 3rd party developer connections with QuickBooks products
- Led Intuit Design System native mobile library creation across QuickBooks, TurboTax, Mint, ProConnect and global design teams
- Aligned Design and Engineering to efficiently produce components and patterns for QuickBooks visual refresh
- Worked with C-suite executives and VPs to forecast roadmaps and prioritize resources with design teams across all business units

AT&T

Product Design Manager (12/2016 to 3/2018)

Built and managed a team of 8 UX Designers and Information Architects responsible for managing the AT&T eSupport site architecture to provide a single and consistent product user experience for AT&T, DirecTV, Digital Life customers.

- Refined the UX vision and lifecycle to align workflows with the design, content and development teams to establish uniformity across the end-to-end product experiences
- Established relationships and worked with partners to translate customer feedback on our online experience and develop roadmaps to address and improve our experience

- Influenced, coached, and promoted UX team processes and culture of having a mobile-first and content first approaches to product design

StateFarm Insurance Co.

Digital Experience Manager (6/2015 to 12/2016)

Worked on the DDUX Digital Transformation team to create and direct a consistent and cohesive UX design system to cultivate product design conventions that are adaptable while delivering a streamlined digital experience.

- Worked with business partners to define the UX strategy and standards for responsive web and native application product design
- Established standards for an organizational approach to using iconography, forms, and other components
- Strategize with business partners to deliver a complete enterprise strategy
- Redesigned Home Insurance Quick Quote and the Driver Feedback applications on iOS and Android that resulted in a 400% increase in downloads on iOS and 600% increase on Android
- Established and published branding guidelines for third party software applications

The Home Depot

Lead User Experience Architect (12/2013 to 6/2015)

Established and managed a team of 13 designers responsible for creating the design system of the THD Web App and the THD Web App Toolkit; an enterprise application template and style guide used by over 300 developers to build enterprise applications and deliver a consistent user experience in half the time.

- Implemented the UX & UI strategy to transition legacy applications over to HTML5 with a uniform look and feel
- Defined the UX workflow strategy for designers and developers to work with internal stakeholders to build applications resulting in all future applications having a uniform user experience
- Partner with Product Managers, engineers, researchers, and content strategists to oversee the user experience of enterprise products from conception to post-launch

EDUCATION

Georgia Institute of Technology: 1998 to 2000 – Computer Information Systems

American Intercontinental University: 2001 to 2003 – Computer Information Systems