

Kasey Kyprianou

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End-to-End Designer

PROFILE

Designer with 15+ years of experience leading end-to-end design for complex, data-rich and mission-focused platforms. Specializes in onboarding, activation, and simplifying sophisticated systems into intuitive experiences that drive adoption and sustained engagement.

Proven track record of translating ambiguous problems into research-backed solutions through deep user insight, cross-functional leadership, and systems thinking. Experienced in designing for educators, institutional stakeholders, and mission-driven organizations, with a focus on improving learning outcomes, usability, and long-term user confidence.

AREAS OF EXPERTISE

- Systems & Experience Design
- Onboarding & Activation Strategy
- Search & Information Architecture
- Design Systems & Scalability
- Cross-Functional Product Leadership
- Data-Informed UX & Experimentation

KEY CONTRIBUTIONS

- Increased course registrations by 25% by designing and launching a guided onboarding system that improved content discovery and reduced user friction.
- Redesigned a unified search experience for a data-heavy SaaS platform, enabling 75% faster data retrieval and improving usability across multiple personas.
- Built scalable design systems supporting 212K daily users, improving consistency and reducing iteration time.
- Launched mission-alignment indicators that improved decision confidence, achieving 71% user preference.
- Streamlined subscription and account workflows within Salesforce, improving clarity and reducing friction in revenue-driving flows.
- Led end-to-end research initiatives (user interviews, usability testing, and synthesis) to define onboarding and engagement strategies, directly informing product direction and feature prioritization.
- Created and scaled a university-wide engagement campaign reaching 50+ departments, establishing a long-standing institutional program.
- Designed and launched a 0→1 trust-based marketplace, validating early demand and improving perceived safety through embedded trust systems.

PROFESSIONAL EXPERIENCE

Candid, New York, NY (Remote)

2022 – 2026

Product Designer

Delivered end-to-end digital product experiences to improve user engagement and platform adoption for Candid's enterprise B2B nonprofit data product. Influenced cross-functional stakeholders across Product, Engineering, and Leadership by translating research insights into clear experience strategies and product direction. Partnered with product managers and engineers to define experience vision across multiple product surfaces. Led strategic user research and usability testing initiatives to uncover onboarding friction, synthesize insights, and influence product strategy and roadmap decisions. Maintained comprehensive design systems, enabling consistency and scalability across product features.

Key Contributions:

- Led team of 3 to design and launch a guided onboarding experience that increased course registrations by 25%, establishing a scalable activation model and influencing onboarding strategy across the platform.
- Transformed complex datasets, educational content, and multi-persona workflows into intuitive user experiences that reduced cognitive load and accelerated time-to-value.
- Established a scalable onboarding pattern later used as a model for future activation initiatives.
- Refined feature launch strategy and increased user retention through A/B testing and design experiments.
- Owned end-to-end design strategy for onboarding and activation initiatives.

Spoonflower, Durham, NC

2021 – 2022

Creative Design Manager / Brand Design Lead

Led design strategy for large-scale B2C e-commerce artist marketplace, enhancing acquisition, engagement, and operational workflows. Directed a team of designers to deliver cohesive digital campaigns and product experiences. Ensured alignment with growth objectives and user journeys in coordination with UX, product, and marketing teams. Oversaw creative performance and implemented process improvements for efficiency and quality.

Key Contributions:

- Designed customer-facing digital experiences supporting acquisition and engagement.
- Directed campaign performance optimization across 35+ initiatives through data-informed iteration.
- Managed designers and strengthened quality standards across digital touchpoints.

NC State University, Division of Academic & Student Affairs, Raleigh, NC

2016 – 2021

Creative Content Manager (Art Director)

Developed creative strategy for university-wide communications, supporting engagement across 50+ departments. Established scalable workflows and design standards to enhance consistency across multiple touchpoints. Developed interactive campaigns that increased student participation and community engagement.

Key Contributions:

- Launched the Wolf Den Challenge, driving thousands of student interactions and cross-campus engagement.
- Branded NC State's 2018 Giving campaign, contributing to \$200M+ in annual gifts.
- Built scalable templates and structured design systems to improve consistency and reduce production overhead.
- Directed high-visibility engagement campaigns increasing participation and cross-campus visibility.

Revelry & Heart, Garner, NC

2017 – Present

CEO & Designer

Designed productized service systems combining digital workflows and physical deliverables, translating complex client needs into structured, scalable design and production processes.

- Built modular design systems and reusable templates to ensure consistency across customized physical products.
- Designed conditional-logic onboarding and approval workflows within Dubsado CRM to manage multi-stage project lifecycles from concept to final production.
- Prototyped and iterated physical and digital artifacts based on structured feedback cycles and real-world production constraints.
- Developed automated acquisition and communication funnels aligning marketing, onboarding, and delivery workflows.
- Generated \$45K+ in profit while maintaining scalable systems supporting concurrent engagements.

Handshake.ai, Remote

2025 – Present

AI Trainer Fellow

Evaluates and refines AI system outputs to optimize usability, clarity, and alignment with user goals. Applies human-centered design and UX principles to enhance AI-driven interactions. Provides insights to improve human-AI collaboration, quality assurance, and product performance.

Key Contributions:

- Improved AI output quality through structured evaluation, enhancing system reliability and user satisfaction.
- Delivered actionable insights on human-AI interaction patterns, informing future product enhancements.
- Designed feedback workflows that increased evaluation efficiency and accuracy across AI training cycles.

EDUCATION

B.A., Advertising and Public Relations (Design) – Magna Cum Laude | The University of Tampa, Tampa, FL

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- › Designing Agentic AI Products (No Code Required), LinkedIn, 2025
- › Using AI in the UX Design Process, LinkedIn, 2025
- › UX Strategy Masterclass, Smashing Magazine, 2025
- › Advanced Figma Academy, 2024
- › Diversity, Equity & Inclusion in the Workplace, University of South Florida, 2021