

# Caleb Kyle

## Abstract

Designer + Technologist. I strive to understand people through qualitative research, design unique products and services that fit discovered human needs, and prototype those solutions, building with code and other digital tools. I have worked in both the design and tech industry across a variety of verticals. I am looking to work with passionate people who are solving difficult problems through the power of technology and the process of Human-Centered Design.

## Education

### Southern Methodist University

M.A. Design & Innovation  
2016 – 2018

B.S. Computer Science  
2013 – 2017

## Skills

Design Thinking | UX Design | UI Design  
Design Research | Data Synthesis  
Design Strategy | Design Technology  
Physical, Digital, Electronic Prototyping  
Web & Mobile Development  
IoT App Development | Machine Learning

## Tools

Sketch | InVision | XD | Axure | Proto  
Illustrator | InDesign  
CAD | Laser Cutter | 3D Printer | Arduino  
HTML5 | CSS3 | Javascript | Angular | React  
Swift | Obj-C  
Python | SQL | Mongo | Java

## Contact

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## Experience

Kyle Design Consulting | Dallas, TX  
Freelance Consultant | May 2017 - Present

**Key Learnings:** Business Dev | Project Management | UX Design | Web Development  
**Highlighted Clients:** Pharmacy Discount Card Company - designing and developing new features for digital product and increasing conversions through landing page design.  
Drone-Enabled Geospatial Mapping Company - helping to design IA, UX, and design language system for complex enterprise data management product.

Accenture Strategy | Dallas, TX  
Design Strategist | Jan - Apr 2018

**Key Learnings:** Qualitative Research | Data Synthesis | Design Consulting  
Helped plan, facilitate, and synthesize data from a series of focus groups across the DFW metroplex. Given sole responsibility for designing each focus group format and iterating the flow from session to session based on size, location, and make-up. Gathered a multitude of diverse opinions and performed careful analysis of focus group data in order to formulate key insights that helped to shape the overall strategy of the innovation study.

Dell EMC | Austin, TX  
UI Designer/Developer | May - Aug 2017

**Key Learnings:** UI Design | Windows App Development | Augmented Reality  
Designed and developed an application to illustrate how a customer might use one of Dell's newly released IoT edge gateway devices to improve management of 'cold-chain' transportation. Developed in C# and XAML on the UWP framework along with a handful of other libraries and frameworks. Created augmented reality version for use with a Microsoft HoloLens headset to help envision the possible future of industrial asset management.

Frog Design | Austin, TX  
Design Technologist | Jun - Aug 2016

**Key Learnings:** Web Design and Development | Technology Prototyping  
Worked on a variety of projects ranging from conceptual design to technical implementation. Helped design and develop a first of its kind machine learning enabled web application using React, CSS3, and a number of style libraries and web frameworks. Helped create a 3D printed electronic prototype for design research use in Malawi. Assisted with client business development by helping produce initial prototypes and designs for a handful of proposals.

## Projects

Improving Dog Ownership in Southern Dallas  
Design & Innovation // SPCA | Jan - May 2018

**Key Learnings:** Design Research | Data Synthesis | Physical Prototyping  
Worked with a design team to help improve dog ownership in southern Dallas, an area with a long history of loose, stray, and feral dogs. Gleaned meaningful insight from secondary research, performed in-the-field primary design research, and synthesized data into key findings to present to stakeholders. Built on research insights to draft prototype ideas and then took those ideas out into the field to test and refine.

Improving the Prescription Experience for the Uninsured Patient  
Design & Innovation // RefillWise | Aug - Dec 2017

**Key Learnings:** Design Research | Data Synthesis | Digital Prototyping  
Worked with a design team to improve the uninsured patient journey through the prescription process. Carried out qualitative research using contextual inquiry and critical incident journey maps to uncover insightful findings in the patient experience. Developed an SMS based price lookup tool to enable patients to make more informed health decisions in regards to prescription costs. Refined through several versions and successfully delivered prototype to client.

Credera Project Management Console  
Computer Science // Credera | Oct 2016 - May 2017

**Key Learnings:** UX/UI Design | Web App Development | Project Management  
Created a valuable collaboration tool for a Dallas area consulting firm with a team of other developers. Discovered customer requirements, designed different screens of the application at low and high fidelity, and developed a fully functional web application. Tested and delivered successful product to the client. Developed using Angular, Java/Play, and mySQL.