

Kyle Foley

Product Designer
kylefoleydesign.com

SKILLS

Cross-Platform (Mobile, Web, Connected Devices)
User Research
Usability Testing
A/B Testing & Experimentation
Visual Design
Wireframing
Prototyping
Technical Specs
Design Systems
Product Strategy
Ideation

TOOLS

Figma
Sketch
Abstract
Zeplin
Adobe Suite
ProtoPie
UserTesting.com

SUMMARY

I've been designing digital products for 8 years across both startups and larger organizations. I strive to facilitate a collaborative and inclusive design process. Ask me about coffee or electronic music!

EXPERIENCE

Instagram

Product Designer (Contract) SEPT 2022 - JUN 2023

Operated within Instagram's Business Opportunities pillar. Most recently embedded in IGB's Insights team, surfacing actionable data and analytics for creators and businesses. Initially embedded in IGB's Reconsideration team, with a focus on optimizing end-user shopping and ad journeys.

Clash

Co-Founder & Product Design Lead AUG 2021 - SEPT 2022

Co-founded mobile consumer social platform which secured \$8.9M in venture funding from Seven Seven Six, M13, and ACME Capital. Operated across business, product, and design functions.

Hulu

Product Designer, Discovery FEB 2020 - AUG 2021

Led design efforts for content discovery enhancements across mobile and web platforms, helping users browse and find content more effectively. Led a team of mobile designers on One Hulu, a cross-platform initiative to integrate Hulu's new brand identity into the core product experience.

Cameo

Product Designer FEB 2019 - OCT 2019

Worked across Creator, Fan, and Growth teams. Increased order fulfillment and user retention by redesigning video order management experience. Grew account creation and conversion metrics via growth experiments for checkout and browse flows.

Collab

Senior Product Designer JUL 2017 - FEB 2019

Led end-to-end design of digital asset manager for 1.5 million UGC videos, streamlining workflows for B2B and internal teams. Increased tech output by working with engineering to build the company's first design system and component library (Figma + React).

Product Designer JUL 2015 - JULY 2017

Worked hand in hand with engineering leads to develop a financial analytics dashboard which ingests data from YouTube and surfaces key insights for thousands of content creators and content owners.