

Kyle Driscoll

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BA Multimedia Design

ABOUT ME

I am a London based Lead UX/UI Designer with 16 years experience across the full end-to-end project life-cycle (from discovery to launch). I enjoy creating meaningful user experiences and helping companies turn their ideas into products their users love. In my spare time, I enjoy illustrating characters, writing stories, playing retro games, and designing mobile games with friends.

EXPERIENCE

Smarnumbers

Lead Product Designer | Sep 2016 – May 2023

Smarnumbers is a B2B telecoms tech company where I joined as their sole senior designer working across their mobile and web products whilst being responsible for establishing processes and strategy for the design team.

- Led multiple design projects including, Smarnumbers Mobile (iOS and Android), Smarnumbers Hub (platform design), Smarnumbers Protect (fraud investigation tool)
- Managed and mentored both in-house and contract designers whilst overseeing their career progression.
- Successfully brought the legacy platforms into an easy-to-use single SaaS platform
- Led the creation of the Design Systems across web and mobile.
- Contributed to the creative direction for the company rebrand.

Days Out with Kids (Now Picniq) / The iGroup

Head of UX/UI Design | June 2014 – Sep 2016

A startup tech company that has been going for over 12 years, the company has two distinct areas of business revenue. The first one is The iGroup (a business listings & advertising site) and the second is an attractions listing platform (& ecommerce tickets platform).

- Grew the business into a successful attractions ticket provider.
- Sourced and managed external contractors and agencies giving feedback and direction on their work.
- Responsive website redesign and Mobile App redesign.
- Led the effort to implement the Design System.
- Contributed to refreshing the current look and feel through brand identity exercise and social strategy.

BeefJack

Digital Designer & Game Artist | Oct 2013 - Jun 2014

Velti Digital Agency

UX/UI Designer | July 2012 - Oct 2013

Firewater Interactive

Digital Designer | June 2007 - Apr 2012

EDUCATION

BA Multimedia Design (3 year degree)
Greenside Design Center, Johannesburg, South Africa

PERSONAL PROJECTS

- Oddle gaming App for mobile phones and tablets
- Children's story book (coming soon)
- Go2Travel Insurance responsive website
- Vyer sports club session booking app for iOS and Android
- Famous Faces gaming app for iPhone and iPad

HOBBIES & INTERESTS

- Writing and illustrating stories
- Toy/Character design
- Comics
- Sports (Cricket and Rugby)

REFERENCES

Given upon request