

Kyson Dana / Designer & Photographer

ABOUT KYSON

Kyson is a designer, who thrives in bringing ideas to life. He got his start as a brand designer but has since fallen in love with more of a holistic approach to design, beyond just the visuals. He revels in problem solving, strategy, prototyping, and in crafting clear user experiences.

At heart, Kyson is a storyteller. He approaches his work with a big picture view on how a product or brand can affect humanity. He is a driven self-starter and is passionately obsessed with design's role in making the world a better place. Kyson is a kind, happy person who will bring positivity to any environment.

EDUCATION

Assoc. from Brigham Young University-Idaho (2012)

BFA Graphic Design from Rocky Mountain College of Art and Design Candidate

LINKS

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WORK EXPERIENCE

Art Director at Boosted Boards

March 2016

While reporting directly to Boosted's VP of Marketing, I lead all design, advertising, and web projects at Boosted. Working alongside our creative team which includes several in-house designers as well as many external contributors, I hold the brand to strict guidelines and push the creative in order to accomplish our brand vision and marketing objectives. I use design, photography, video and interactive experiences to tell Boosted's brand story and connect with our target audience.

Product Designer at Kore Inc

August 2015 - March 2016

I helped build a new messaging platform for enterprise teams. My responsibilities included wire-framing, user experience design, and crafting polished interfaces for Kore's native desktop, iOS, and Android apps.

Senior Designer at SolarCity

January 2015 - September 2015

I was the design lead on several creative projects for SolarCity including a recruiting website and Givepower, SolarCity's non-profit foundation. My responsibilities included designing the websites, building fundraising platforms and designing various digital tools in order to increase internal communication, motivate sales, and improve productivity.

Designer at FTND (non-profit organization)

January 2013 - January 2015

I designed from the ground up the 'Fight the New Drug' brand which included developing creative strategy, rebranding the company, designing high-traffic websites (1M+ monthly visitors), designing e-commerce website, designing an addiction recovery program, developing the brand narrative, and leading a team of designers and interns.

Founder & Designer at Indi Collective

April 2012 - December 2013

Indi Collective was a small online business which I started as a freshman in college. Within 60 days I designed and built a socially conscious apparel brand which not only was profitable but also fully funded three girls in India to go to school for a year.

Visual Designer at Icon Health and Fitness

September 2012 - January 2013

Designed graphics and user interfaces for various brands of exercise equipment such as NordicTrack, Reebok, and Pro-form as well as graphics for Altra Zero Drop Footwear.