

KYSON DANA / UX & VISUAL DESIGNER

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 / UX Designer at Boosted Boards

March 2016

I joined Boosted as the first designer. I had the opportunity to lead and design the branding, website, packaging, retail displays, native apps and all touch points for the brand. Along with being a hands-on designer, I also built out the creative team, adding talented designers, filmmakers, and copywriters to the company. I mentored others, advocated for design within the business, and grew the brand from being small to reaching millions of people.

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 and UX 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.

UX Designer / Art Director

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.

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.