

KYLE BARBOUR

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PROFESSIONAL USER EXPERIENCE CREATIVE

User experience creative with strategic, design, analysis, research, testing, HTML/CSS/JQuery development and project management experience.

Virgin Voyages - Experience Design Lead (Consultant)
Miami, FL

10/2018 - Present

- Experience design lead focused on www.virginvoyages.com:
 - Leading the UX strategy and design for Virgin's marketing pages, account screens, booking flows, design libraries, crew application and misc. digital experiences.
 - Notable tracks of work include a revamp of the Choose Voyage page, a revamp of our Destinations and Ships pages and creating a comprehensive experience around promo code sharing and redemption for Virgin's partner and social influencer programs.
 - All of this entailed creating UX strategy docs, journey maps, low/high fidelity wireframes, low/high fidelity prototypes, storyboards, visual design explorations, brand storytelling, user testing, content briefs, all the while working with my team to meet the needs of our sailors and achieve our goals set by the business.

Fantasy Interactive - Sr. Experience Designer
Miami, FL

08/2017 - 08/2018

- Experience design lead on the Royal Caribbean account:
 - Lead the user experience of the SeaBeyond mobile application. This was an iOS and Android mobile app that was used for Royal Caribbean's annual investor keynote event. The app included facial recognition, augmented reality and beacon location technologies. These technologies allowed users to have a frictionless arrival experience when entering the event, order drinks from anywhere in the event and have them delivered to them, and several augmented reality games and experiences.
 - Lead the user experience on the Core track of work for the Royal Caribbean flagship mobile application. This entailed creating flows, low/high fidelity wireframes, strategy docs, low/high fidelity prototypes, storyboards, UX strategy docs and working with other team members as needed for visual design and motion design requirements.
 - Lead the user experience on the Fun track of work for the Royal Caribbean flagship mobile application. This included creating the augmented reality experiences a user would have. Deliverables were icon creative direction, flows, error states, home page entry points and interaction design.
 - Lead the user experience on the Connected Stateroom track of work for the Royal Caribbean flagship mobile application. This track of work focused on the experience a guest would have in their stateroom. Think smarthome technologies while you're on a cruise ship. Users are able to control their door lock, lights, room mood, tv and other connected devices via the mobile app.
 - Supported the user experience for the other tracks of work for the Royal Caribbean flagship mobile application. This included content list pages, detail pages, booking, guest account and chat.

SapientRazorfish - Sr. Experience Designer
Miami, FL

10/2014 - 08/2017

- Experience Designer for Universal Studios Orlando Florida:
 - Asked by the client to create new engaging experiences for universalorlando.com, the Universal Studios Orlando mobile iOS and Android applications, the Universal Studios Team Member Tools application and the guest services point of sales application. Took the lead role on the Team Member Tools and point of sales tracks.
- Responsibilities included: creating user flows, sitemaps, annotated wireframes, an interactive prototype to evaluate design usability and working with the visual design team to ensure proper delivery of the final comps to the client.
- Lead Experience Designer for ADT security company.
 - Asked by the client to create a new engaging experience across desktop and mobile, while maintaining existing functionality, for the ADT Pulse security systems application.
 - Responsibilities included: persona development, app informational architecture, reverse engineering of existing application functionality, wireframing using a responsive design technique with a mobile first approach, visual design evaluation, interaction design requirements, user testing across mobile and desktop devices.
- Experience Designer for Carnival cruise lines:
 - Tasked to assist in enhancing the onboard photo connect experiences.
 - Responsibilities included: creating wireframes and producing an interactive prototype to evaluate design usability.
- Experience Designer for BFGoodrich:
 - Tasked to assist in bettering the search experience which would allow guests to find tire matches to their vehicles more efficiently.
 - Responsibilities included: creating wireframes based on feature requirements.
- Experience Designer for Citi Bank:
 - Tasked to create a single page responsive microsite for a new credit card offer.
 - Responsibilities included: creating a responsive wireframe based on feature requirements using a mobile first approach.

SportsLabs - UX/UI Designer & Analyst
Boulder, CO

01/2014 - 09/2014

- Responsible for all user experience aspects of www.arkansasrazorbacks.com while working with product, design and development team members in an agile environment.
 - Responsibilities included: persona development, site architecture, wireframing using a responsive design technique with a mobile first approach, visual design evaluation, interaction design requirements and user testing across mobile and desktop devices.
- Responsible for all user experience aspects of the new www.campusinsiders.com mobile site (user agent detection) while working with internal product team members and an outside development agency (Dojo4).
 - Responsibilities included: wireframing for smartphone and tablet devices, visual designs that complemented the approved wireframes, asset specifications and interaction design requirements.

- Conducted internal and external moderated user tests on most of our product line.
 - The products tested were the following: College Football Playoffs (www.collegefootballplayoff.com), iOS and Android Gameday mobile applications (Auburn, Arizona, Florida State, etc.), iOS and Android Official Mobile Applications (Arkansas, Virginia Tech, WCC, Patriot League, etc.), SilverChalice.com, Official Athletic Sites (University of Arkansas, The Athletic Coast Conference, The Mountain West Conference), and our proprietary content management system.
- Worked closely with the mobile product manager and developers to rethink the iOS and Android user experiences for the Gameday application that would include future feature sets and additional application expansion.
 - Responsibilities included: reorganization and expansion of the current sitemap, smartphone and tablet wireframes that accounted for more complex filtering and sorting options, clickable prototypes to show new navigation schemes and internal user tests to validate the lo-res designs.
- Defined new UX principles specific to SportLabs and worked to influence the culture to be more user experience centered.
- Assisted other team members and executive managers on an as needed basis.
 - Assistance included: UX input, designs for executive pitches and email marketing designs and development.

IQNavigator - UX/UI Designer & Analyst

12/2012 - 01/2014

Denver, CO

- Worked to concept and create new user flows, wireframes and fully functional prototypes using a responsive design approach for UI/UX improvements to the SAAS application.
- Managed the new online style guide project that corresponds to the new web, mobile, and desktop application's designs and front-end frameworks.
- Worked with key stakeholders to create new application user persona profiles.
- Collaborated with team members from various core competencies related to the IQNavigator application to write requirements and user stories that enhanced the user experience on all aspects of the application.
- Conducted internal and external user tests to identify critical areas for user experience improvements and to validate implemented changes to the web application.

BulbCreative - Owner, UX/UI Designer & Analyst

08/20 07 - 11/2014

Denver, CO - www.thebulbcreative.com

Freelance marketer and UX/UI analyst, designer, and developer contracted to manage, strategize, architect, design and develop simple to complex digital projects that range from email template development to large scale websites. Some notable projects include:

- Brought on by Resource Renewal, LLC. to rethink the business's five subsidiary website's information architecture, design and usability. The solution was to create a unified experience by redesigning and redeveloping the sites using responsive design techniques with a more new modern and clean look.
- Assisted companies like IBM, Oracle, Arrow Electronics and HP by designing and developing new responsive email marketing templates that fit into their current marketing campaigns.
- Brought on by Musdoo to lead the UX/UI design of their new website. Please note that the site has since been redesigned.

2-10 Home Buyers Warranty - Interactive Marketing Specialist
Denver, CO

03/2012 - 12/2012

- Strategically plan, architect and develop automated, drip marketing lead generation campaigns using the tool Eloqua.
- UX/UI design lead, analyst and front-end developer for the new www.redrocksbuilders.com. A 2-10 HBW subsidiary company.
- Wrote the requirements and configured all 2-10 HBW Eloqua campaigns to execute properly based on specific user decision rules, customer digital body language (profile and engagement) and/or business goals.
- Responsible for writing the requirements and executing the development of campaign assets including campaign flows and architecture, emails, web landing pages, javascript and on-page SEO optimization.
- Responsible for the management and upkeep of www.2-10.com and the other public facing web portals.

PartMiner WorldWide Inc. - Marketing Specialist
Denver, CO - Please note that the business has closed

09/2010 - 03/2012

- Worked with a small marketing and development team to produce the requirements for new site architecture maps, user experience models, wireframes and functional prototypes for partminer.cn and CORE, a new online e-commerce platform for buying and researching electronic components in China from the worldwide supply chain.
- Solely responsible for the design of partminer.cn, the CORE brand and all other online and offline marketing materials including emails, print ads, online banner ads, tradeshow booths, etc.
- Solely responsible for the HTML, CSS and JQuery development of partminer.com partminer.cn. The two sites were designed and developed in parallel in an agile and scrum production environment.
- Used CMSs like Drupal and Sitefinity to manage the current partminer.com and partminer.cn web sites while the new sites were being developed.
- Used ESPs like MailChimp, Vertical Response and Campaign Monitor to deploy and manage all outbound marketing emails.
- Planned for and implemented front-end SEO optimization requirements for both PartMiner sites.

Colorado Mountain News Media - Design Associate
Gypsum, CO

09/2008 - 03/2010

- Designed print advertisements for current and prospective clients.

Education

Bachelor of Arts: Journalism and Technical Communication, Colorado State University, Fort Collins, CO, 2007

Referrals

Available upon request