



# Kyle O'Brien

Front End Developer/UX Designer

Over 14 years of web design experience including: strategy, research, brand building, web development, and content creation. I work closely with clients, IT, and development/marketing teams to ensure an engaging, useful, and rewarding user experience.

## Skills

- Illustrator
- Photoshop
- After Effects
- Graphic Design
- UX/UI
- Web Development
- Google Tag Manager
- GA4
- CSS/HTML
- JavaScript
- React
- Drupal
- Slate
- Wordpress
- Marketing Cloud
- Email Design
- Git
- Salesforce

## Education

Digital Arts, BFA  
Bowling Green State  
University - 2011  
Google Analytics and  
Data Studio Certified -  
2021

## Experience

### Web Developer and Designer

2013 - Current

Wright State University

- Plans and executes the creation of analytics-based UX web design for the highest trafficked portions of the Wright State web presence.
- Gathering, analyzing, reporting, and leveraging analytical data to understand the users' needs and set a foundation for future UX enhancements.
- Managing and developing branding cohesiveness, through front-end themes across numerous third party tools including: Salesforce, Slate, Banner, PageUp, Epay and many more.
- Improving branding awareness and advertising user engagement through multiple media faucets including: Email, Video, Print, Mural, Billboard, which have multi-million-dollar campaigns.

Highlighted Achievements:

- ▶ In 2021, I led the design of a total homepage redesign focused solely on prospective students. I reviewed analytic data spanning over five years and produced a variety of user personas that provided a visual representation of our users and their needs from the website, as well as how they obtain that information. Taking the prospective student persona through an iterative process, I created wireframes, mockups, and a final design. The homepage averages 7 million views a year.



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## References

### Cory Owen

*previous colleague*

Lead Project Manager at

Magnetic Mobile

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### Nate Jorgensen

*previous colleague*

Senior Director of Marketing

at Miami University

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### Tiffany Rost

*previous colleague*

Content Strategist at

U.S. Office of Personnel

Management

937-672-4721

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### Josh Trippier

*current colleague*

Web Designer and

Videographer at Wright

State University

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## Experience continued

- ▶ In 2023, the university transitioned from Salesforce to the Slate CRM. I streamlined and overhauled a seamless user experience that guided the student through several different systems. From their first RFI contact to the student receiving their application decision letter, my portal and site theme designs are cohesively branded and constructed to provide complete visual uniformity while simultaneously supplying the student with all the information needed to apply and start their education at Wright State University.
- ▶ I maintain and update over 70 different badge illustrations that are used in every facet of our advertising. I produce Instagram and TikTok video motion graphic advertisements that have over two million unique views a year. I have created multiple murals on campus; my "Postcard" mural has become a popular attraction for all visitors and serves as the main "Selfie" station for the entire university.

### Web Developer and Designer

2011 - 2014

Enormous Pi

Working closely with clients I helped create and develop websites on a variety of CMS platforms, as well as advertisement development, email, content strategy, video, and photo editing.

### Graphic Designer

2011 - 2013

Collegiate Connections

I created custom designs in Illustrator and used a CAD-CUT plotter machine to cut and then press the designs onto various apparel.

### Graphic Design intern

2008 - 2009

Shirts, Signs, and Designs

I took orders from clients and worked with a team of designers to create silk screen templates to process large orders of wearables.