

# Joel Kilby, CUA, CXA

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## Summary

I'm a UX pro with senior level experience building teams and processes to support user centered design. My skills have been honed within eCommerce, financial services, and SAAS organizations. I have over 12 years of hands-on experience including UX design, usability testing, and talent development.

## Experience

### Co-Founder, GIANT, LLC

2013 - Present (3 years)

I am one of three co-founders of Giant, LLC. We produce an annual gathering of UX, creative, and tech people called GIANT Conference. My duties there are largely content-focused. I handle social media strategy, email communications, sponsor relationships, and logistics and management of event production.

### Interaction Designer, GutCheck

November 2015 - May 2016 (7 months)

- Defined user centered design methodologies and processes that will be used in GutCheck's Agile product development lifecycle
- Promoted awareness and competence in user research and design thinking; identifying opportunities for the team to apply UCD principles and techniques
- Built relationships with researchers, visual designers, engineers, and product managers to support collaboration from ideation through implementation
- Applied best practices for B2B application development, particularly for process-driven designs, to optimize the user experience and business needs
- Provided low fidelity wireframes, prototypes and user flows to test and frame the user interaction and effectively communicate interaction and conceptual ideas
- Researched the needs of our users, and promoted processes and solutions that met those needs
- Conducted user testing with our internal users and consumer audiences through observations, interviews and usability tests
- Contributed to our iterative design process by establishing user-centric testing methodologies, baselines, and agile design practices
- Measured recently released product features to establish benchmarks and identify potential areas of improvement

### Sr. UX Manager, Ria Money Transfer

May 2013 - November 2015 (2 years 7 months)

- Led mobile-first design and iteration of online money transfer website
- Provided creative direction for interface design, digital creative assets, and user facing digital products
- Hired and mentored in-house UX team to support the growth of product objectives
- Maintained working relationships among technical, design, and business teams

- Created storyboards, wireframes, site maps, screen layouts, color palettes, typography, user interface elements, prototypes and visual interface specifications
- Developed processes and production improvements that increased efficiencies
- Applied lean UX principles alongside tech and design teams in an agile development environment
- Defined functional specifications and product requirements using input from customer research, engineering teams, and business direction
- Provided strategic UX direction for digital products and roadmap
- Conducted usability tests, focus groups, field studies, and other user research
- Created user specifications, including personas, task analysis, and flowcharts

### **User Experience Manager, Lowe.com at Lowe's Home Improvement**

July 2011 - May 2013 (1 year 11 months)

- Directed creation, maintenance and delivery of user-centered design solutions across web, email, and mobile platforms
- Directed in-house UX/Creative teams and external vendors in production of B2C ecommerce digital assets that provided a seamless multi-channel customer experience
- Built collaborative relationships across internal and external teams and functional areas to ensure consistent branding and message
- Managed, and mentored creative production team members including daily work oversight, career development and performance reviews
- Coordinated daily tasks and workload to web/graphic designers, html web developers, user experience developers and content/copy writers
- Upheld deadlines, kept work on schedule, and communicated with team about timelines to ensure they are met
- Interpreted website metrics to drive design and UX decisions that are consistent with brand position

### **Manager, Digital Services at Lowe's Home Improvement**

November 2010 - July 2011 (9 months)

- Drove creation, maintenance and delivery of creative products across web, email, and mobile platforms
- Proposed innovative solutions for usability, visual design, copywriting, information architecture and testing procedures
- Built relationships across internal and external teams and functional areas to ensure consistent branding and message

### **Sr. Content Specialist, Lowe's Creative Ideas at Lowe's Home Improvement**

July 2008 - November 2010 (2 years 5 months)

- Designed multi channel digital design solutions and experiences for Lowe's Creative Ideas magazine
- Managed content updates for Lowe's Creative Ideas digital properties to align with business needs and editorial schedule
- Provided direction for internal or external creative resources, and executed hands-on design and code to ensure delivery of class-leading digital experiences

### **Web Editor, Lowe.com at Lowe's Home Improvement**

February 2008 - July 2008 (6 months)

- Wrote and edited website copy

- Performed manual QA testing
- Wrote HTML and CSS

### **Web Content Producer, Steelroots.com**

September 2006 - 2008 (2 years)

- Using HTML, CSS, and Photoshop I turned business and marketing requirements into digital design solutions and multi-media rich internet experiences.
- Drove application of digital visual design in conjunction with in-house creative teams.
- Developed visual design concepts, digital interactions, prototypes, and live websites.
- Managed asset library which included shooting photography, archiving assets, and encoding video for online production.

### **Media & Communications Specialist, Episcopal Diocese of NC**

February 2001 - December 2003 (2 years 11 months)

- Redesigned website
- Performed layout and graphic design duties for official publications
- Wrote and photographed editorial copy

## **Skills & Tools**

- Adobe Creative Suite
- Axure RP
- CSS
- Google Analytics
- HTML
- Omnigraffle
- Omniture
- Sketch
- User research
- UX strategy
- Wordpress

## **Certifications & Coursework**

Certified Usability Analyst

Human Factors International License 2012-3464

Certified User Experience Analyst

Human Factors International License 2012-125

Designing Applications and Websites for Mobile Phones, 2011

## **Education**

BA, Communications, 1998

Virginia Polytechnic Institute and State University