

Kyle Dickson

Strategic Design Partner

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Career Statement

I build design teams and ship products people depend on. Through sixteen years of agency and in-house work, I have grown design organizations, mentored and guided designers to senior and lead positions, and taken products from conception to launch that achieved market leadership across consumer and enterprise contexts. I work closely with executive leadership to shape design strategy and influence where a product goes, not just how it gets built.

Career Impact Highlights

- Led the design team that built and launched Shopify's first customer service AI, reducing contact rates 6% and increasing visitor self-resolution by over 10% across millions of merchants.
- Designed intelligent workflow automation tools using LLMs and ML models that reduced average handle time 22% and increased advisor efficiency 35%, directly impacting 3,000+ global contact center employees.
- Partnered with executive leadership to shape AI product strategy, securing a dedicated seat in executive roadmap planning and influencing significant product investment across multiple quarters.

Work History

Founder

Two22, Design Agency, 2016 - Present

- Partnered with clients to define brand voice and content strategy, then executed full social media campaigns from asset creation through publishing, consistently **growing engagement from near zero to thousands of interactions within three to four months across multiple clients.**
- Sole designer on shipped apps for content management systems, indie games, sports platforms, and children's education, with combined **downloads in the hundreds of thousands across Apple and Google app stores.**
- Built products from the ground up for startups through mid-sized businesses, owning the full scope from discovery and **UX research through design systems, component libraries, and interaction design.**
- Conducted UX research engagements as a contractor for start-ups and large organizations, **delivering synthesis and strategic recommendations that shaped product direction and roadmap priorities.**

Sr. Designer, Stats & Insights

GameChanger, April 2025 - November 2025

- **Pioneered AI-powered feature development** using custom LLM solutions to transform game statistics into actionable coaching insights for youth, club, and high school teams, currently in development for 750K teams.
- **Lead cross-functional AI integration workshops** with design and engineering teams to establish research workflows and design-to-dev handoff processes, accelerating feature delivery and team capability.
- **Contributed to design system maturity** by resolving component inconsistencies and establishing design-engineering collaboration standards across web, iOS, and Android platforms.

UX Manager

Shopify, April 2022 - Nov 2024

- **Partnered with VP of Support and Engineering leadership** to align design strategy with business objectives, elevating design from execution partner to strategic function with a **dedicated seat in executive reviews** and influence over product roadmap.
- **Built and scaled the Support design team from 2 to 8** (6 new hires across UX and content design), establishing career frameworks and mentorship programs that achieved 75% internal promotion rate and 100% retention.
- **Drove AI-powered self-service strategy** delivering to **5M+ merchants** (6% reduction in contact rates, 10% increase in self-resolution), informing executive product roadmap and quarterly planning.
- **Established research operations and roadmap**, conducting 20+ merchant site visits with Support executives across 4 global markets, delivering insights that **shaped quarterly product priorities** and **product investment.**
- **Redesigned contact center workflows** for 3,000+ global advisors, **increasing First Contact Resolution 32% and reducing new hire onboarding from 6 weeks to 3 weeks**, improving advisor productivity and merchant satisfaction.
- **Designed intelligent workflow automation** using LLM and ML models that **reduced average handle time by 22% and increased advisor efficiency by 35%**, impacting 3,000+ contact center employees globally.

UX Manager

NICE CXone, March 2019 - April 2022

- **Led product design for global CCaaS platform** serving **1M+ contact center advisors** across **25,000+ organizations** in 150+ countries, including **85 of Fortune 100 companies**, earning **Forrester Wave Leader** designation and cementing market leadership position.
- **Redesigned agent and supervisor workflows** that reduced Average Handle Time 15% and increased First Contact Resolution 5%, **delivering millions in efficiency savings** across an enterprise customer base.
- **Designed enterprise-grade experiences** for Fortune 100 contact centers including Walmart, Intuit, Sony Electronics General Motors and 3M, translating complex operational requirements into intuitive interfaces that scaled across diverse industries and global markets.
- **Built and led design team of 5** (3 product designers, 2 UX researchers) from the ground up, establishing hiring criteria, career frameworks, and design operations that scaled to support an enterprise product suite and achieved 100% retention over 3 years.
- **Spearheaded design system initiative** with 100+ components adopted across 8 product teams and leveraged by 25,000+ organizations, reducing design-to-development cycle time 40% and ensuring consistent experience across global enterprise deployments.
- **Established enterprise research practice**, conducting field studies at Fortune 100 contact centers and delivering insights that informed product roadmap, influenced R&D investment, and contributed to 30%+ year-over-year customer growth.

Product Designer

Hudl, October 2015 - February 2019

- **Designed volleyball coaching platform that drove 35% subscription growth** and \$3.5M+ in new ARR, establishing product-market fit that positioned Hudl as market leader (platform now used by 99% of U.S. high schools and serves 400,000+ users globally).
- **Redesigned digital playbook and video upload workflows** for market-leading football platform (98% U.S. high school adoption, 16,000+ teams, 80,000+ coaches), **reducing support calls 70% and saving \$1.5M+ annually** while improving cross-platform coaching experience.

UX Manager

Xactware, March 2014 - October 2015

- **Grew design team from 1 to 5 designers**, establishing design operations, engineering collaboration cadence, and quality processes that integrated UX into product development for enterprise insurance estimation software serving top 100 P&C insurers.
- **Pioneered industry's first mobile claims estimation app**, leading desktop-to-mobile transformation of flagship Xactimate software that achieved 4.5-star rating (4,600+ reviews) and 50,000+ downloads, enabling insurance adjusters to complete estimates in the field.
- **Built mobile component system from scratch** with dozens of custom components tailored for insurance workflows, establishing design standards and accelerating development for field-based estimation across iOS and Android platforms.
- **Integrated UX into product development lifecycle**, partnering with engineering and product leadership to establish user-centered design practices for enterprise clients including top 100 P&C insurers and major restoration contractors.

User Experience Designer

LDS, Public Affairs Department, July 2011 - March 2014

- **Designed global newsroom CMS** serving as media resource for CNN, Fox News, and international press outlets, enabling content distribution across 60+ languages and 150+ countries with localized layouts and culturally adapted design patterns.
- **Built multi-language content architecture and design system**, solving complex localization challenges including RTL language support, character set rendering, and cultural design adaptations for global public affairs communications.

Education

Brigham Young University - Idaho
BFA Graphic Design

Certifications

Cooper Professional Education

- Research Design Techniques
- Leading Creative Ideation
- Iterative Design