Kyle Davis

Product Design | Design Engineering | Design Systems | Frontend Development
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SUMMARY

Designer/builder with close to eight years across product design, design systems, motion, and frontend development. I design in Figma and build the working product myself with Claude Code, VS Code, and GitHub, reading and understanding every change so I can refine the code directly. Lead designer and in-house developer across six Shopify storefronts at Artemax, where a product card redesign I designed and built lifted conversion 33% in a 50/50 A/B test, and where I built a production Next.js backend on Vercel. Good Design Award recipient for enterprise brand systems work. Years of Figma component work, variants, properties, composition, and propagation, carry directly into how production interfaces get built and governed.

SKILLS

Core: UX/UI & Product Design, Design Systems & Component Architecture, Frontend Development (HTML, CSS, JavaScript, Liquid), AI-Assisted Prototyping & Development (Claude, Claude Code, VS Code, GitHub), Figma, Next.js App Router, Vercel, Webhook & API Integration

Additional: Motion Design, Brand Identity, Creative Direction, UX Research, React (component model, building fluency), Wix Studio, Adobe Creative Suite

EXPERIENCE

UX/UI Design Lead | Artemax, Inc., Milwaukee, WI

Dec 2024 – Present

- Lead design and front-end development across six Shopify storefronts, including wristco.com, Wristband Express, and Wristband Resources.
- Manage a small design team producing graphic, marketing, and web assets across the storefronts.
- Led the complete redesign of wristco.com, owning site audit, user research, information architecture, UX, UI, and brand direction through handoff to the development team, then taking over development after launch. The redesign drove a 25.6% conversion rate increase and 31.2% revenue growth against the prior year's baseline, with a 1.5% mobile conversion improvement and 3.2% bounce rate reduction year over year.
- Redesigned and built the Wristband Express homepage and collection product cards in Figma and Shopify Liquid, combining stock and custom purchase paths in a single card. A 50/50 A/B test against the original site showed a 33% lift in conversion rate and revenue per session.
- Designed and developed a fully custom navigation system from scratch in Figma through production code, including safe-triangle mouse logic, mobile scroll behavior, team-editable schema, and micro-interactions, turning a complex interaction model into something that feels effortless to use. Shipped April 2026.
- Led end-to-end UX/UI design across a full replatform of three ecommerce sites, grounded in user research, then used the wristco.com build as the base template for three additional storefronts, redesigning and developing each one.
- Built a production backend in Next.js App Router, deployed on Vercel, that receives webhook data from a third-party product configurator, processes JSON payloads and print-ready files, and writes results into structured Shopify metafields. Fully architected, owned, and maintained in-house.
- Designed and developed custom product detail pages, pricing tables, and landing pages across the storefront family.
- Identified and resolved a canonical URL issue affecting technical SEO across the site family.

- Manage a third-party development team's work through their own repository, reviewing and merging into staging before anything ships to production.

Senior Graphic Designer | Artemax, Inc., Milwaukee, WI
Mar 2024 – Dec 2024

- Designed across digital and print touchpoints including marketing campaigns, product visuals, email campaigns, and brand collateral; produced motion design work for promotional campaigns.
- Applied existing UX/UI and Figma skills to early interface and visual direction work across the ecommerce sites, laying groundwork for the expanded design lead role.

Freelance Design Director, UX/UI & Development | Kyle Davis Design
Mar 2024 – Present

- Part-time practice alongside the full-time Artemax role, primarily serving Hale Design clients. Work spans brand identity, logo animation, motion design, creative direction, UX/UI design, and development for clients across entertainment, healthcare, finance, SaaS, and food and beverage.
- Produced per-project motion design work for Meyer Sound, a Berkeley-based audio technology company (2024–2026).

Design Director | Hale Design
Sep 2022 – Mar 2024

- Created logo and led brand identity system design for Zinnia, an enterprise insurtech platform, and designed the original website UI. Work recognized with a 2023 Good Design Award in the Graphics category from the Chicago Athenaeum.
- Led brand identity systems, UX/UI design, motion design, and Wix website development for clients including OCVIBE, Joy Coalition, Cadence, Samueli Foundation, and Westfuller Advisors; several engagements included full UX/UI redesigns for SaaS products.
- Managed client relationships, ran presentations, and directed project workflows across multiple simultaneous engagements.
- Created logo animations and motion graphics in After Effects; developed production-ready Wix websites and an email signature generator tool.

Designer | Hale Design
May 2020 – Sep 2022

- Designed logos, brand identity systems, presentations, desktop and mobile websites, and social media assets for clients including Papa Johns, Westfuller Advisors, Stonebridge, and Cadence.
- Developed motion design work in After Effects and built web experiences in Wix.

Graphic Designer | Meyer Sound, Berkeley, CA
Sep 2019 – Jun 2021

- Designed advertising for digital and print publications and contributed to a company-wide visual design system refresh. First professional design role, started while finishing my BFA.

EDUCATION

California College of the Arts
Bachelor of Fine Arts, Graphic Design

CCA Faculty Honors Scholarship | Louis Shawl Graphic Design Endowed Scholarship