

Kyle Reguero

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510-304-0368

PROFESSIONAL SUMMARY

Designer and Developer with 11+ years of UX experience (iOS, Android & Responsive Web)

Consistent delivery of product under tight deadlines, while working in a fast-paced environment. Proven track record in creating great customer experiences & delight, by putting emphasis on usability, ease of use, and simplicity. I am a self-motivated problem solver, troubleshooter, with an ability to show others an innovative vision. I am passionate about the end product for the user.

RECENT EXPERIENCE

App Annie, San Francisco, CA

May 2015-Oct 2017

Lead UX/UI Designer Mobile

- Responsible for design of App Annie Mobile App for both iOS & Android platforms
- Worked directly with Engineering team based in Beijing, China (26 weeks travel)
- Created Pattern Library & Design Systems to improve workflow efficiency
- Complete redesign of both iOS & Android
- Solved problems based on Product Goals, Analytics, UX Research, Competitor Research
- Day to day Wireframes, Prototypes (Flinto, Xcode), High Fidelity, Proof of Concepts

App Annie, San Francisco, CA

Oct 2015-Jun 2016

Product Manager Mobile

- Responsible for product roadmap of the App Annie Mobile App impacting 20K+ customers
- Data-driven decision making, prioritization of features based on Business Needs & Customer Value, while shipping successful products every 3 weeks
- Increased app user base 50%, usage 80%, Retention 30 Day 140%, App Store Ratings to 4.5 in 9 months
- Influenced Tech Stack improvements, API Evolution, and content delivery from various sources
- Agile Methodology, Daily Scrum & Team Meetings

Unite4: Good, San Mateo, CA

Jan 2015-Feb 2015

UX/UI Developer

- Prototyping of Unite4: Good mobile application with Xcode for iOS
- Worked with team of engineers in Illinois to improve front end UI of web platform

Tribal Technologies, San Mateo, CA

Jan 2012-Dec 2014

Lead UX/UI Designer

- Designed multiple projects leading directly to contracts, involving web and mobile apps, analytics dashboards, live demos, as well as marketing material while meeting fast-paced startup deadlines
- Worked on prototyping and developing mobile apps using Appcelerator Titanium, Xcode & Android Studio. Assisted with manual testing, database schema
- Used agile methodology to create sprints and manage workload, separating necessary features from nice to haves
- Worked collaboratively on projects with product team and engineers focusing on creating intuitive user design while easing development time
- Managed overseas development projects to make sure mobile apps were built correctly and functioning according to design

Tribal Technologies, San Mateo, CA

Jun 2010-Dec 2011

Front End Developer

- Performed mobile web development for AEG LA Live, Chrysler Uconnect and Taylor Swift Wonderstruck
- Performed front end development on a variety projects for clients X-Bowling, Verizon, Shell and Chrysler

Tribal Brands, San Mateo, CA (Contract) Jan 2010-May 2010

Front End Developer

- Designed and developed Verizon V Cast Live web page
- Designed and developed Facebook applications for client Power Balance

Time To Score, San Jose, CA (Contract) Aug 2009-Nov 2009

UX/UI Designer, Front End Developer

- Designed website and Facebook real-time database applications

Clarity Benchmarking, San Francisco, CA (Contract) Aug 2009-Dec 2009

UX/UI Designer, Front End Developer

- Design and develop Web 2.0 sites for multiple clients
- Customize client experience from start to finish during the design and development process
- Deepen client relationships through execution of marketing strategy and collateral pieces that relate and support web technologies

Fujitsu, Santa Clara, CA (Contract) Jan 2009-Aug 2009

Front End Developer

- Creation and migration of Fujitsu Global, Europe sites to USA site
- Increased efficiency in MCU sales through web development of new core products
- Conceptual art created in Photoshop, web development performed in Altova
- Creation and linking of XML web pages and XML spreadsheets

Dental Care of Fremont, Fremont, CA (Contract) May 2008-Dec 2008

- Developed website using HTML, CSS, Scripting, to drive client base for the dental practice
- Uploading, testing and debugging of staging site

SinMex, Oakland, CA (Contract) Jan 2008-April 2008

- Developed bilingual website using HTML, XML, CSS

EDUCATION

San Jose State University, San Jose, CA 2008

Bachelor's Degree Business Administration

Western Michigan University, Kalamazoo, MI (Undergraduate Studies for 2 years)

(Self financed education through jobs at SVSE San Jose Sharks, Wells Fargo, and Bank of America)

Web Development Intern

- Responsible for the design and development of the Art & Science Department's websites
- Completed multiple department projects using Flash, Dreamweaver, Adobe Photoshop
- Assisted with project management and presentation, Search Engine Optimization

COMMUNITY / LEADERSHIP

Santa Clara Blackhawks Midget U18 A

San Jose Sharks (SVSE)

D.A.R.E. Program Fremont Police Department

GEAR UP Sylvandale Middle School

Independence High School

Ice Hockey Coach

Ice Hockey Skating Instructor

Youth Mentor

Youth Mentor

Summer School Teacher