

Kyle Chuises

Multimodal User Experience Design

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Experience

Amazon Alexa - Artificial General Intelligence

Senior Multimodal Designer (2020 - Present)

At Amazon, I was a lead designer and single threaded owner of the enrollment customer experience for Alexa. I was responsible for allowing customers to teach Alexa to recognize their voice, face, phone and additional attributes to get personalized experiences for them and their family across their Alexa enabled devices. This included customer experiences using voice and touch on multimodal (Echo Show) devices, voice only (Echo) and voice and touch on the Alexa mobile app. During my tenure, I launched several products including the first profitable Alexa feature, Amazon Care – where I designed and launched Remote management. In 2021, I launched Family Enrollment across all Echo Show devices, allowing customers to create profiles for everyone in the home. Additionally, I led a redesign effort for the “out of box experience” that reimaged how customers set up and begin using Alexa in a more intuitive way. This led to shortening the setup from 46 steps down to just a few. That effort evolved into leading the vision of the enrollment experience using generative AI and LLMs to create an ever-present and proactive learning environment for Alexa to get to know our customers in a more natural and human-like way.

Invoca Inc.

Senior Product Designer (2019 - 2020)

I led UX efforts for an enterprise software product that bridges the gap of online and offline customer journeys through personalized call tracking using AI and machine learning. I contributed to introducing new UX patterns, dashboard tools and navigation that streamline data sorting, sharing and user customization. These efforts help users discover new trends in data that result in higher attribution for our customers. I also successfully established our design thinking methodology that is driving a more efficient and effective product development lifecycle by leveraging cross-functional relationships within a highly collaborative and transparent environment.

TransUnion Interactive

Senior Product Designer (2018 - 2019)

I was responsible for leading and delivering high-impact, end-to-end solutions for direct-to-consumer products that personalized user’s credit experiences while elevating third party revenue opportunities through optimized UX, IxD and ad strategies. These efforts scaled to our B2B partners such as Chase, Amazon and AMEX. I facilitated and fostered cross- functional collaboration between UX and Analytics to streamline UX qualitative and quantitative research efforts and support our iterative design sprints. This collaboration resulted in a 10% lift in consumer retention. I was also tasked with conceptualizing and implementing our design thinking model as well as initiating and managing the company’s first scalable design system utilizing DSM by InVision. These systems, processes and relationships helped me to lead and deliver first-in- class products such as MyTransUnion – allowing users to freeze their credit, dispute accounts and monitor their identity and personal information. This product resulted in an immediate 26% cost savings across TransUnion’s customer support channels.

Hathway Inc. (Bounteous)

Senior Product Designer (2014 - 2017)

I led mobile-first, data-driven design solutions for more than 65 clients – including world-class brands like AEG, L'Oréal, Clorox, Coffee Bean, PetSmart, Amway and more. I was also tasked with conceptualizing and directing the company's first white-label product for the quick service and retail (QSR) space called NomNom. NomNom allowed our clients to offer order ahead solutions to their users which resulted in higher revenue generation for our clients. For Hathway, it initiated new business and revenue opportunities through licensing and customization for our clients as well as an overall higher company evaluation and helped grow the start up company from 20 to over 60 employees across three cities.

San Francisco 49ers

Graphic Design Intern (2013 - 2014)

I collaborated with our in-house design team to execute all design efforts related to the 49ers brand across digital, marketing, print, social, digital signage and more. I was tasked with leading the digital strategy and branding for 49ers.com that created brand recognition for our digital segments which drove overall engagement. I was also responsible for in-stadium broadcast UX/UI, partner signage, wayfinding and much more for the new Levi's Stadium. Our team's design efforts resulted in two award winning campaigns including Farewell Candlestick and "Come to Play" Inaugural Season at Levi's Stadium.

Ripken Baseball

Graphic Designer (2012 - 2013)

I was responsible for leading the marketing design efforts for the Baltimore Orioles Single-A affiliate, Aberdeen Ironbirds as well as the Ripken Baseball brand. This included marketing material, merchandise, stadium signage, ticket packages, website refresh, vehicle wraps and more. Our team's efforts ushered in a modern look, feel and fan experience for the Ripken entities.

Anthony Muñoz Foundation

Graphic Design Intern (2012 - 2012)

While interning with the Anthony Muñoz foundation, I was responsible for all design and brand related tasks that included print and stationary, event and environmental design, web asset creation and sports memorabilia. I also worked with a small team to coordinate and host annual events and charities for the AMF brand throughout Ohio.

Arizona Diamondbacks

Graphic Design Intern (2011 - 2011)

While interning with the Diamondbacks, I had the opportunity to work on all brand related marketing materials including print, digital, merchandise, give-a-ways, stadium signage, partner activation areas and community outreach events. I also collaborated with third party entertainment companies to facilitate design solutions for All-Star Summer festivities as well as post-season baseball presented by Fox.

Volunteer

17 Strong Foundation

Creative Director (2021 - 2021)

Creative consulting for 17 Strong Foundation that focuses on celebrating Victory over illness for those who have beaten cancer through victory trips. I led the design direction and transition of their new website and content by collaborating with their on- staff designer. Our goal was to make the site experience more delightful and effective. Our KPI's were to decrease load time in order to increase user session times and efficiency for time-to-task for the patients and their caregivers.

We're All A Little "Crazy"

Executive Producer & Host (2018 - 2020)

I executive produced and hosted a podcast series for the global mental health movement "Same Here", - created by Eric Kussin, ex sports executive and founder of the global mental health organization, WAALC. We leveraged our network of professional athlete advocates to tell first-hand accounts of their experiences with mental health in order to create a unifying message that we all face common challenges in life that affect our mental wellbeing and there is community in those commonalities and stories.

Awards

Amazon Alexa

Invent & Simplify

Quarterly award Q3 2022 for the business impact of new UX solution that allowed more customers to teach Alexa their voice and get a personalized experience across their Alexa devices.

National Football League (NFL)

Best of Things We Loved (web content)

Seasonal campaign webpage for "Farewell Candlestick Park" that was nominated and selected to receive the "Best of Things We Loved" (Web content 2013) award from the National Football League (NFL).

Education

The Art Institute of Ohio - Cincinnati

Graphic Design, Class of 2012 - 3.42 CGPA

Skills & Expertise

User experience design, user interface design, product design, interaction design, voice design, multimodal design, visual design, motion design, customer research, data and analytics, artificial intelligence, genAI, LLM, machine learning, design thinking, product leadership, design strategy, product strategy, goal planning, storytelling