

Kyla Bills

UX Designer

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PROFILE

As a UX Designer with a background in digital writing, publishing, and media criticism, I bring unique skills in communication to a product team. I have a deep understanding of media and omnichannel communication and a passion for creating beautiful, engaging, and accessible digital products. Empathy and teamwork are the core of my work style as I spent years as a journalist and editor.

SKILLS

Sketch, InVision, POP App, Figma, Optimal Sort, Principle, InDesign, Google Workspace

EXPERIENCE

Editorial Lead | New Stand

MAY 2018 - NOV 2022, NEW YORK, NY

- Used data analysis to plan content and multi-channel campaign strategies to strengthen and change member behavior
- Liaised with other team leads to create cohesive branding and strategy across digital platforms
- Created editorial strategies for membership cohorts and oversaw the implementation of strategies while tracking effectiveness through various behavioral metrics
- Increased click through rate on in-app content from 50% to 80% within one year

Assistant | Mind Over Matter

SEP 2017 - MAY 2018, NEW YORK, NY

- Helped organize databases of finances and client relationships to ensure efficiency of company
- Acted as point of contact between Mind Over Matter business and both clients and potential business alliances
- Researched information relating to special projects in order to expand business repertoire and footprint
- Provided day-to-day support of specific projects and general calendar

Receptionist | Dia Art Foundation

JUNE 2017 - SEP 2017, NEW YORK, NY

- Worked closely with Office Manager and Development team to facilitate day to day process in office through strong communication
- Kept records on supplies, donor interactions, and in-person meetings both onsite and around the world to maintain organizational coordination

EDUCATION

BrainStation | Diploma in User Experience Design

NOV 2022 - FEB 2023, NEW YORK, NY

New York University | Bachelors in Journalism and Sociology

AUG 2014 - JAN 2017, NEW YORK, NY

- Concentration in Media Criticism

PROJECTS

UX Designer | Park + Play

FEB 2023

- Acted as an end to end UI/UX designer, defined a problem space and created a digital solution throughout a ten week case study.