

KILEE RICHARDS

Senior Product Designer

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EXPERIENCE

CoinDesk

- Senior Product Designer

Jan 2026 – Current

 - Leading product design for CoinDesk’s media vertical, owning end-to-end design across editorial, multimedia, and sponsored content surfaces.
 - Launched the Exchange Benchmark research page supporting recurring, revenue-generating research reports.
 - Redesigned the multimedia experience improving video and podcast discoverability across web and mobile.
- Product Designer

Oct 2025 – Jan 2026

 - Spearheaded the design and launch of CoinDesk's research hub, directly contributing to \$100K+ in sponsored research revenue.
 - Expanded scope from marketing into core product, collaborating with engineering and product to ship user facing features.
 - Served as a design bridge between marketing and product teams, ensuring cohesive cross-brand user experience.

Bullish

- UI Designer

Jun 2023 – Oct 2025

 - Contributed to the in-house creative marketing team focused on brand, web, and corporate design solutions.
 - Led design system development across Bullish, CoinDesk, and Consensus establishing scalable component libraries used across 3 brands.
 - Managed design continuity through the acquisition of CCData, leading the marketing website transition and optimization.

Breakthru

- Product Designer (Contract)

May 2023 – Jun 2023

 - Partnered with the CTO and engineering team to define product direction and ship new mobile features focused on user growth.
 - Designed and led a research and usability testing program, uncovering key insights that identified friction points in onboarding and feature discovery, contributing to increased engagement and retention.

CryptoSlam

- Product Designer

Apr 2022 – Nov 2022

 - Collaborated with product and engineering to identify UX gaps and deliver user-centered solutions across the platform.
 - Built and implemented a design system, establishing a cohesive visual language and reusable components.
 - Redesigned the homepage and collection dashboard increasing time spent on the platform by 2x.

SKILLS

Core

- Product Design
- UX Strategy
- Design Systems
- Interactive Design
- Information Architecture

Research

- User Interviews
- Usability Testing
- A/B Testing
- Card Sorting

Tools

- Figma
- Amplitude
- Google Analytics
- Hotjar
- Notion
- Webflow
- Adobe Creative Suite
- AI / LLMs

EDUCATION

DesignLab

Certificate, UI Mastery
Certificate, User Experience Design

University of Nebraska–Lincoln

B.S. Textiles & Apparel Design