



# Kaylin Kudla

Product Design Leader

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## Skills

web/mobile/tv design,  
communication, design thinking,  
empathy, leadership, prototyping,  
storytelling, user research/testing

## Tools

abstract, figma, github, html/css/js,  
illustrator, invision, jira, miro,  
notion, photoshop, proto.io, sketch,  
slack, usertesting, zeplin, zoom

## Values

balance, community, curiosity,  
empathy, equity, fun, growth,  
harmony, humility, kindness,  
learning, transparency, vision

## Hobbies & Interests

baking, cooking, cycling, dogs,  
gardening, hiking, reading, running,  
video games, outdoors, yoga

## Education

Art Institute of Phoenix  
B.S. Interactive Media Design

## Crunchyroll (aka Ellation)

**Product Design Manager** | Oct 2019 - Sep 2021

- Led web, mobile, and TV product design for **Crunchyroll** and **VRV**
- Managed and mentored 7 cross-functional product designers
- Partnered with product, engineering, and business to define and execute on company goals, roadmaps, and processes
- Collaborated with leadership to evolve design process and tools
- Responsible for design hiring, development, budget, morale, and velocity

**Lead Product Designer - TV** | Mar 2018 - Jan 2021

- Led distributed TV design team for 14 video streaming applications
- Partnered closely with product and engineering to ensure cohesion
- Estimated and prioritized design bandwidth and expectations
- Served as interim Product Design Manager for US based designers

**Senior Product Designer** | Jan 2017 - Mar 2018

- Supported web, mobile, TV, and internal tool design projects

## Jumpshot

**Design Manager** | Jun 2015 - May 2016

- Led product and marketing design teams
- Grew global design team from one to four
- Established team priorities based on user & business impact
- Evolved design + research processes and tools

## Anagram (aka Bauxy)

**Product Design Lead** | Oct 2014 - Jun 2015

- Led product and marketing design for the healthcare startup
- Designed & developed HIPAA compliant cross-platform tools
- Created pitch decks and other business development assets
- Helped raise \$2 million in seed funding

## Gate6 Digital Agency

**UI/UX Designer & Front-End Developer** | Sep 2012 - Oct 2014

- Developed user experience, visual identities, and development frameworks for an array of products, brands, and events
- Acted as technical liaison between design and engineering
- Conducted targeted user and market research
- Guided projects through exploration, delivery, and support

*Information on further experience and references available upon request*