

# Kyle Milne

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## Summary

Product Designer with 6 years of leading design and product vision from zero to series C startups. Skilled in designing end-to-end experiences, leading cross-functional initiatives, and solving complex problems. Proven ability to ship intuitive, data-driven products that drive conversion and boost engagement.

## Experience

### FOUNDER | MONICO PRODUCT STUDIO 01/2026 - PRESENT

- **b.well:** Redesigned b.well's white-label member app and rolled it out across multiple clients, driving a **64% drop in support tickets** and a **172% increase in online bookings**.
- **Aigency:** Designed the product vision and core experience for their AI-powered marketing SaaS that allowed them to secure a **\$2M raise**.
- **Twella:** Redesigned their onboarding experience and **unlocked a B2C revenue channel** for their app.

### LEAD PRODUCT DESIGNER | B.WELL CONNECTED HEALTH 08/2024 - 01/2026

- **Led design and product vision** for two core product portfolios, owning the end-to-end mobile and web experience for over **10 million monthly users** across several enterprise clients.
- Replaced their legacy design system with a comprehensive, token-based component library, scaling design output across the team and cutting engineering build time through reusable components.
- **Facilitated design presentations and strategy workshops** for major clients including Samsung, Blue Cross Blue Shield, and Walgreens, ensuring a successful implementation of embedded and white-label products.

### LEAD PRODUCT DESIGNER | REX 05/2023 - 07/2024

- Spearheaded the design and launch of **4 zero-to-one products**, including GetDone and ProofUp, now deployed across **64 properties / 11,776 units**.
- Partnered with engineering and product to build scalable design solutions, while mentoring junior designers across cross-functional initiatives.

### PRODUCT DESIGNER | INSUREPRO 11/2021 - 07/2024

- Third hire. Designed the core experience that enabled **5,000+ small business owners** to search, compare, and purchase business insurance, **driving over \$10M in written premiums** within two years.
- Promoted to lead product at the venture studio level.

## Education

### B.S. User Experience Design

2020 Purdue University | West Lafayette, IN

## Skills & Tools

**UX Skills:** Product Strategy, User Research, Wireframing, Visual Design, AI Design, Prototyping, Design Systems, Usability Testing, Information Architecture, Journey Mapping, UX Writing, Design Handoffs

**Leadership:** Cross-functional Collaboration, Roadmapping, PRD Creation, Workshop Facilitation, Mentorship, Stakeholder Communication, Review Sessions, Design Process Improvements

**Tools:** Figma, Claude Code, Fullstory, Linear, Framer, Cursor, Webflow, Paper, Mixpanel, Jira, Adobe Suite, ClickUp, Usertesting.com, Maze, Keynote, Principle, Origami Studio, Slack