

Kyson Dana

Experience Designer

Kyson Dana
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Designer with over 15+ years of experience transforming brands and products into experiences people love. I specialize in guiding brands on the cusp of change, unlocking new futures through storytelling, digital strategy, and user-centered design. From startups to large corporations, I build brands through digital experiences and innovative products. Recognized at Adobe MAX in 2019 and with work featured in TechCrunch, The Verge, NYTs and more, I bring a high-impact approach that shapes digital brand identities and drives engagement.

Experience

Ford / Sr. Lead Visual Designer

May 2025 – Current

I lead visual design work across all vehicles and platforms in the Ford ecosystem. My main focus has been on designing for the integration of AI into future vehicle experiences.

Rivian / Assoc. Creative Director of Digital Brand

October 2023 – 2025

Led Rivian's digital brand experiences across product launches (R2 & R3), campaign identity, and user engagement. Worked on refining and implementing brand interactions through web and mobile platforms.

Rivian / Senior Lead Product Designer

July 2022 – October 2023

Directed the mobile app experience for Rivian owners, with a focus on charging, trip planning, and facilitating adventure-ready functionality for users. I also designed the first website and vehicle configurator.

Boosted / Founding Designer (UX and Art Direction)

April 2016 – March 2020

Pioneered Boosted's electric skateboard and scooter brand from the ground up, establishing its mission, visual identity, and digital experiences (web + app). Directed brand design, photography, video, advertising, product launches, and scaled digital initiatives as the company grew.

Kore AI / Product Designer

August 2015 – March 2016

Designed an AI-driven communication platform for enterprise teams, integrating design thinking and workflow automation.

Education

Rocky Mountain College of Art + Design (RMCAD)

Bachelor of Fine Arts Candidate
Graphic Design candidate

Brigham Young University- Idaho

Associates Degree

Notable Product launches

[Rivian R2 & R3](#)
[Rivian Trip Planner \(Mobile App\)](#)
[Rivian R1T & R1S](#)
[Boosted Rev](#)
[Boosted Stealth/Plus/Mini](#)

Skills

Product Design · Product launches · User flows · Wireframes · Concept design · User testing · Product strategy · Figma · Framer · Webflow · Protopie · Prototypes · Adobe Photoshop · Strategic thinking · Motion Design · Design Systems · Style Guides · Art Direction · Photography

Languages:

English (Native)
Russian (Advanced)