

KYLE TORRES

Senior Product Designer

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SUMMARY

Senior Product Designer with 9+ years of experience designing digital products across banking, SaaS, and consumer industries. Experienced in leading end-to-end web and mobile design from strategy and discovery through validation and implementation, balancing user needs, business goals, and technical constraints. Skilled in using research, prototyping, data, and AI-assisted workflows to rapidly validate ideas and drive thoughtful product decisions.

EXPERIENCE

Senior UI/UX Designer

Remote

City National Bank

02/2023 - Present

- Led design of core banking features across mobile and desktop, including a full Account Transfers redesign that reduced client help requests while enhancing trust and confidence in critical money movement.
- Drove end-to-end design for mobile banking, building a scalable design system and cross-platform alignment that led to a significant reduction in design-to-dev handoff time and improved release reliability.
- Partnered with product managers and engineering teams to define design requirements and priorities, translating business goals into functional user experiences that support both individual and business banking clients.
- Aligned design initiatives with larger bank-wide digital strategies by presenting design rationale in stakeholder meetings, ensuring that design decisions support compliance, security, and brand standards.

Product Design Consultant

Remote

KT Experience Design

09/2019 - Present

KT Experience Design is my independent product design consultancy. I lead select client engagements alongside my primary roles.

- Led the redesign of JumpstartMD's patient app, driving a 61% increase in app adoption, 127% increase in daily nutrition tracking, and 94% increase in active AI assistant usage.
- Led the redesign of Pickle AI, a SaaS app for sales teams, driving \$20-\$30K in added monthly revenue and acceptance into Y Combinator through end-to-end product and interaction design.
- Independently designed, developed, and launched VeloPilot (velopilot.ai), an AI-powered cycling coaching platform, leveraging Claude Code to build and deploy a production web app, implement custom UI designs, and develop advanced training features.
- Advised founders and product leaders on product strategy, UX direction, and feature prioritization, translating complex business and user needs into scalable product solutions.

Product Designer

Remote

Citi (Citi Ventures Studio)

09/2020 - 01/2023

Citi Ventures Studio is Citi's internal product incubator.

- Served as lead designer for City Builder, where data-driven design improvements fueled a 4× increase in active users and helped investors evaluate opportunities with clarity and confidence.
- Designed and delivered over 20 new features that advanced the product toward market fit, including tools for opportunity search, community insights, and impact reporting.
- Partnered with product managers, engineers, and researchers to define feature requirements, validate concepts through iterative prototyping, and refine flows based on user testing feedback.
- Developed scalable design systems and documentation that ensured consistent implementation of typography, color, and component usage across the application, reducing rework for engineering teams and improving overall usability.

UI/UX Designer

San Diego, CA

Ultra Digital

08/2018 - 09/2019

Ultra Digital was a design and development agency building consumer-facing products and websites.

- Designed and shipped six consumer applications that contributed to generating millions in annual revenue, ensuring that each release aligned with client objectives and user needs.
- Created the complete UX and UI for Keto Connect Curve, a niche meal-planning application that scaled to over 10,000 daily users by identifying key user pain points and addressing them through solution focused design.
- Delivered high-fidelity prototypes, style guides, and design specifications that streamlined collaboration with development teams and accelerated time-to-market for multiple client projects.

EXPERIENCE

UX Designer and Researcher

VanGoux

San Francisco, CA

07/2017 - 06/2018

VanGoux was a startup building a tool that converted UI designs directly into front-end code.

- Conducted user research interviews and usability studies with designers and developers to identify pain points in translating UI designs into production-ready code.
- Created user flows, wireframes, and prototypes that guided the product's design, ensuring that features addressed both design team efficiency and engineering integration requirements.
- Documented research findings and presented design recommendations to the founding team, shaping the product roadmap with insights grounded in user needs and industry workflows.

THOUGHT LEADERSHIP

UX Educator & Content Creator

Creating educational YouTube content (@kyletorres4754) on product design, UX, and career development, sharing practical insights and guidance with a growing audience of 5,500+ designers.

EDUCATION

Bachelor of Science

UC Santa Barbara

SKILLS

End-to-End Product Design, UI Design, UX Design, AI-Assisted Product Design, AI Prototyping, Data-Informed Design, Visual Design, Stakeholder Communication, Design Systems & Scalable UI, Accessibility & Usability Standards, Interaction Design, Information Architecture, Journey Mapping, Storyboarding, Rapid Prototyping, Wireframes

TOOLS

Figma, FigJam, Claude Code, Claude Design, UX Pilot, Codex, GitHub, Jira, Confluence, Notion, Google Analytics, MixPanel, Miro, Adobe Creative Suite