

# Design / Leadership

# Overview /

Overview/

# Proven design leadership

As a design professional with over 25 years of experience, I've had the good fortune to lead design teams and initiatives for more than a decade in various capacities.

# Slide

I managed the design and art department of roughly 20 team members, dedicated to the creation and maintenance of half a dozen games.

Overview/Experience/

# frog

I co-led the visual design discipline of 20 designers at frog in San Francisco along with my fellow senior staff. I then had the opportunity to build and lead the discipline in Amsterdam.

Overview/Experience/

# Motorola Mobility

I led the UX team of ~20 designers in multiple offices in the development and implementation of a cohesive design system across all of Motorola's phone app suite.

Overview/Experience/

# Google Shopping

I managed a horizontal design team of a half dozen designers that supported the Consumer Shopping UX organization, ensuring UI consistency across all features and surfaces.

Strategy /

# Product design analysis

SuperPoke! Pets  
Mockup: Main screen

Visual interface design review | Mar. 17, 2010  
pg 17

Notes

This mockup is intended to put the recommendations into practice and give an idea of how the current layout can evolve. Many of the icons and art are placeholders, but serve to illustrate the basic concepts of each change.

Overall, the page length has been greatly shortened and horizontal striping has been minimized by combining areas of the nav to create a more consolidated frame. Fonts and colors have been simplified to allow the art and icons to stand out more effectively on the page.

The header (1) has been redesigned to be more dynamic in shape and color, sending a clear message that is a fun game. The illustration behind the navigation can be changed to keep the presentation fresh. Links which stay on FB are attached to the frame, while the links which lead to SPP.com have been detached as buttons.

The status bar (2) has been broken up into more scannable groupings. An inbox has been added to display all of the updates that previously were placed at the bottom of the page.

Permanent navigation has been removed from the gamespace (3), so as not to interfere with decoration.

The game navigation has been regrouped and the icons removed from boxes to be recognizable by silhouette, which aids in scanning.

The friend ladder (5) has been enlivened by a background which can be animated or customized/updated periodically. Pet and friend names are both listed.

The promos (6) have been standardized and limited in depth.

I prepared a detailed UI analysis of each of our applications. The UI revamp proposals I mocked up were reviewed by top leadership and **used as a roadmap** for the next year of product updates.

The team fully executed on my vision faithfully and **brought it to market**, one year after I left.

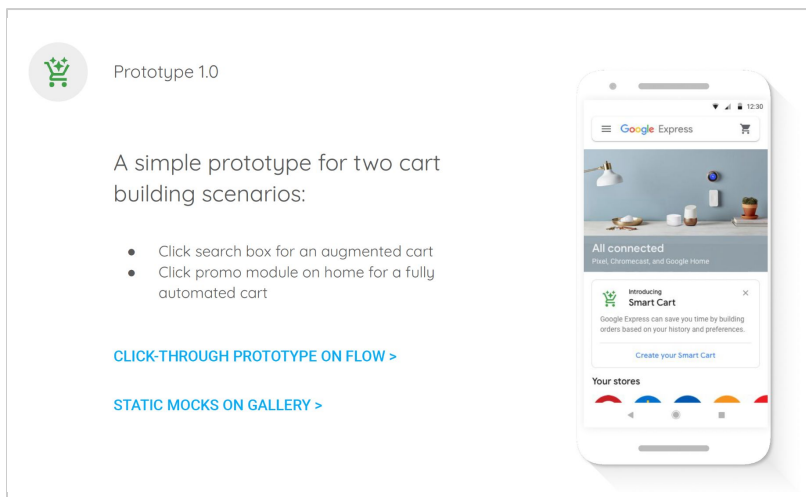
# Product design coordination



At Motorola Mobility, I served as the visual design lead for multiple applications in our software suite.

I developed and led the effort for our design system through these efforts and a **series of tools and workshops** with the wider design team to **deliver a consistent experience** across all applications.

# Product Research & Development

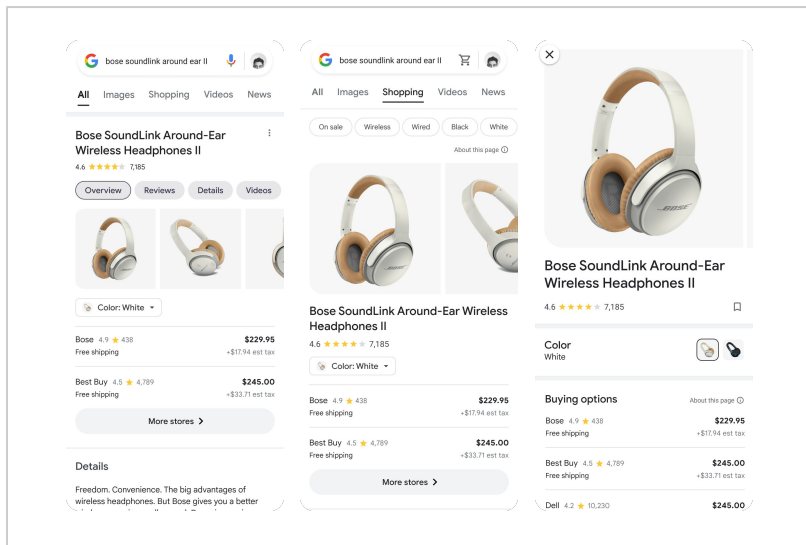


On the Google Express UX team, I served as the lead for a series of **product innovation** efforts for user acquisition and retention.

Our prototypes and experiments lead to a number of product feature launches:

- Improved search interface
- Streamlined onboarding
- Assistive shopping features

# Iterative product UI improvement



I led a yearly audit of Google Shopping UI with associated design sprints. Recommendations from these audits influenced UI development and feature launches:

- Revamped navigation experiences
- Improved empty states
- Consistent presentation styles and UI patterns across surfaces
- Accessibility improvements

Process /

# Resourcing

## PROJECT DELIVERABLES AND STAFFING

	BRAND	SOFTWARE	VISION
<b>PITCH</b> 1 Sr designer	<i>Pitch deck</i>	<i>Pitch deck</i>	<i>Pitch deck</i>
<b>SMALL</b> 1 Sr designer 1 Jr designer	Brand identity guidelines Brand applications Logo assets	Key signature designs Prototypes/motion studies Design guidelines Design QA	Video Executive summary Signature components Moodboards
<b>MEDIUM</b> 2 Sr designers 2 Jr designers	+ Brand vision + Principles/Attributes + Extended identity	+ DLS definition + Live prototype + Component library + Asset production + Design specifications	+ Full deck + Live prototype
<b>LARGE</b> 2 Sr designers 2 Jr designers	+ Naming + UX integration + Brand management	+ Full design + Development support + Video	+ Full design + Development + Video



Approach to Visual Design at frog

What is frog Visual Design?

## DESCRIPTION AND ESTIMATES FOR KEY DELIVERABLES

### MOODBOARD

4-8 hrs

Collecting and arranging visual samples to convey a style to a client.

### STORYBOARDS

8hrs per scenario

Creating a visual script for a scenario or feature concept.

### DIAGRAMS/INFOGRAPHICS

Standard: 2-3 hrs per diagram  
Signature: 1 day per diagram

Translating data and concepts into an easily understood visual.

### ICONS

Standard: 1-2 hrs per icon  
Signature: 1 day per icon

Creating a visual glyph for an interface or to represent a product, feature or concept.

### SCREEN MOCKUPS

Standard: 4 hrs per screen  
Signature: 1-2 days per screen

Creating a complete visual layout for a web or mobile screen.

### MOTION STUDIES

Standard: 1 day per study  
Signature: 1 week per study

Creating a moving visual for an element, screen or a visual prototype.

### DECK

1-2 weeks

Creating a set of templates and visually styling content for a presentation.

### STYLE GUIDE

2-4 weeks

Documenting a visual system, including preparing sample assets and copy.

### PRODUCTION ASSETS

Single platform: 2-4 hrs per asset  
Multi-platform: 8-12 hrs per asset

Producing production-ready assets and redlines for tech integration.

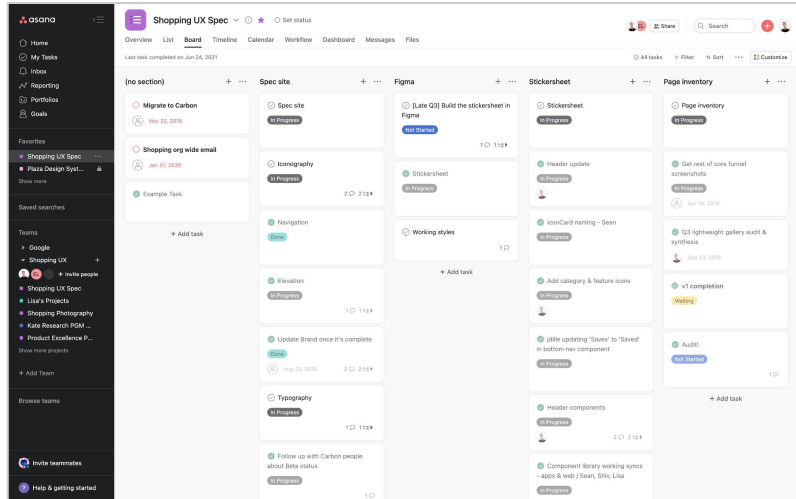


Approach to Visual Design at frog

What is frog Visual Design?

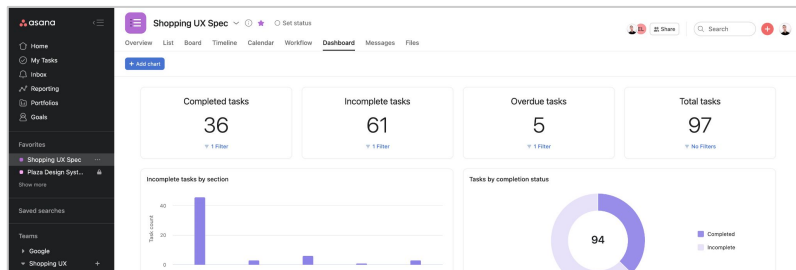
I was responsible for creating and consulting on work estimates and staffing on client projects for visual designers at frog.

# Team efficiency and impact



I introduced multiple practices to measurably improve my team's efficiency and impact to the overall Google Shopping organization, including:

- Project intake and tracking tool
- Team resourcing tracker
- Team engagement model and guidelines
- Rolling deck of latest work
- Resources and templates



Management /

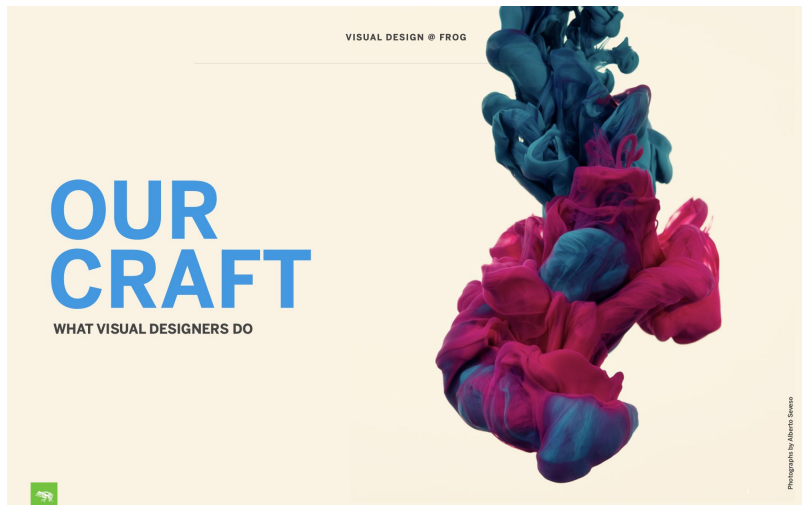
# Staff acquisition & retention



I personally led hiring for our department, performing talent outreach to **grow the team by ~25%**.

With short notice of our pre-acquisition layoff, I was one of the only department heads to **meet the budget and retain all full time talent** by reducing contractor usage.

# Discipline development



Along with my fellow senior staff designers across multiple offices, I helped **elevate the visual design discipline** and impact at frog.

- Created and led weekly discipline meetings
- Created a gallery space in SF office to showcase internal talent and output
- Formalized visual design resourcing and deliverable guidelines
- Managed junior design career development

# Career growth & development



I managed my team through multiple cycles of Google's rigorous performance reviews, retaining team structure during a large re-org.

I was also a leading interviewer for senior visual design applicants to the wider Google UX organization and drove design efforts for the inaugural internal VisD Summit.

# Thanks!

See more samples of my work at  
[www.stationzero.org/kylehoyt](http://www.stationzero.org/kylehoyt)