

Kyle Dickson

Design Leader

kyle@two22.co
portfolio: two22design.com
linkedin.com/in/kmdickson
253.230.0253

Leadership & Impact

- Built and led design teams at Shopify, NICE, and Xactware, growing orgs from the ground up, establishing career frameworks, and mentoring designers into senior and lead roles.
- Pioneered AI-powered products at scale across consumer and enterprise at GameChanger, Shopify, and NICE, shipping tools that reduced contact rates, cut handle times, and changed how thousands of agents and millions of merchants work.
- Partnered directly with VPs and executive leadership to shape product strategy and drive R&D investment through research insights and rapid iteration and delivery.

Work History

Founder

Two22, Design Agency, 2016 - Present

- Partnering with founders and executive leadership to define product strategy and deliver end-to-end product design from discovery through shipped product.
- Building products for startups through mid-sized businesses, owning scope from UX research through design systems and interaction design.
- Conducting UX research engagements for enterprise organizations, delivering strategic recommendations that shape product direction and roadmap priorities.

Sr. Designer, Stats & Insights

GameChanger, April 2025 - November 2025

- **Pioneered AI-powered feature development** using custom LLM solutions to transform game statistics into actionable coaching insights for youth, club, and high school teams, currently in development for 750K teams.
- **Lead cross-functional AI integration workshops** with design and engineering teams to establish research workflows and design-to-dev handoff processes, accelerating feature delivery and team capability.
- **Contributed to design system maturity** by resolving component inconsistencies and establishing design-engineering collaboration standards across web, iOS, and Android platforms.

UX Manager

Shopify, April 2022 - Nov 2024

- **Partnered with VP of Support and Engineering leadership** to align design strategy with business objectives, elevating design from execution partner to strategic function with a **dedicated seat in executive reviews** and influence over product roadmap.
- **Built and scaled the Support design team from 2 to 8** (6 new hires across UX and content design), establishing career frameworks and mentorship programs that achieved 75% internal promotion rate and 100% retention.
- **Drove AI-powered self-service strategy** delivering to **5M+ merchants** (6% reduction in contact rates, 10% increase in self-resolution), informing executive product roadmap and quarterly planning.
- **Established research operations and roadmap**, conducting 20+ merchant site visits with Support executives across 4 global markets, delivering insights that **shaped quarterly product priorities** and **product investment**.
- **Redesigned contact center workflows** for 3,000+ global advisors, **increasing First Contact Resolution 32% and reducing new hire onboarding from 6 weeks to 3 weeks**, improving advisor productivity and merchant satisfaction.
- **Designed intelligent workflow automation** using LLM and ML models that **reduced average handle time by 22% and increased advisor efficiency by 35%**, impacting 3,000+ contact center employees globally.

UX Manager

NICE CXone, March 2019 - April 2022

- **Led product design for global CCaaS platform** serving **1M+ contact center advisors** across **25,000+ organizations** in 150+ countries, including **85 of Fortune 100 companies**, earning **Forrester Wave Leader** designation and cementing market leadership position.
- **Redesigned agent and supervisor workflows** that reduced Average Handle Time 15% and increased First Contact Resolution 5%, **delivering millions in efficiency savings** across an enterprise customer base.
- **Designed enterprise-grade experiences** for Fortune 100 contact centers including Walmart, Intuit, Sony Electronics General Motors and 3M, translating complex operational requirements into intuitive interfaces that scaled across diverse industries and global markets.
- **Built and led design team of 5** (3 product designers, 2 UX researchers) from the ground up, establishing hiring criteria, career frameworks, and design operations that scaled to support an enterprise product suite and achieved 100% retention over 3 years.
- **Spearheaded design system initiative** with 100+ components adopted across 8 product teams and leveraged by 25,000+ organizations, reducing design-to-development cycle time 40% and ensuring consistent experience across global enterprise deployments.
- **Established enterprise research practice**, conducting field studies at Fortune 100 contact centers and delivering insights that informed product roadmap, influenced R&D investment, and contributed to 30%+ year-over-year customer growth.

Product Designer

Hudl, October 2015 - February 2019

- **Designed volleyball coaching platform that drove 35% subscription growth** and \$3.5M+ in new ARR, establishing product-market fit that positioned Hudl as market leader (platform now used by 99% of U.S. high schools and serves 400,000+ users globally).
- **Redesigned digital playbook and video upload workflows** for market-leading football platform (98% U.S. high school adoption, 16,000+ teams, 80,000+ coaches), **reducing support calls 70% and saving \$1.5M+ annually** while improving cross-platform coaching experience.

UX Manager

Xactware, March 2014 - October 2015

- **Grew design team from 1 to 5 designers**, establishing design operations, engineering collaboration cadence, and quality processes that integrated UX into product development for enterprise insurance estimation software serving top 100 P&C insurers.
- **Pioneered industry's first mobile claims estimation app**, leading desktop-to-mobile transformation of flagship Xactimate software that achieved 4.5-star rating (4,600+ reviews) and 50,000+ downloads, enabling insurance adjusters to complete estimates in the field.
- **Built mobile component system from scratch** with dozens of custom components tailored for insurance workflows, establishing design standards and accelerating development for field-based estimation across iOS and Android platforms.
- **Integrated UX into product development lifecycle**, partnering with engineering and product leadership to establish user-centered design practices for enterprise clients including top 100 P&C insurers and major restoration contractors.

User Experience Designer

LDS, Public Affairs Department, July 2011 - March 2014

- **Designed global newsroom CMS** serving as media resource for CNN, Fox News, and international press outlets, enabling content distribution across 60+ languages and 150+ countries with localized layouts and culturally adapted design patterns.
- **Built multi-language content architecture and design system**, solving complex localization challenges including RTL language support, character set rendering, and cultural design adaptations for global public affairs communications.

Education

Brigham Young University - Idaho
BFA Graphic Design

Certifications

Cooper Professional Education

- Research Design Techniques
- Leading Creative Ideation
- Iterative Design