Kyle Poehling
Product Designer

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Professional Summary

UI/UX Lead with 15+ years of experience designing user-centered products across SaaS, design systems, software application, hardware, and embedded systems. Passionate about blending technology, music, and design thinking to create seamless digital experiences. Proven expertise in design strategy, prototyping, cross-functional collaboration, and agile methodologies. Adept at leading teams, optimizing workflows, and implementing design systems that elevate usability and engagement.

Core Competencies

- UI/UX Design & Research
- Design Thinking & Human-Centered Design
- Design System Architecture and Implementation
- Product Strategy & Roadmapping
- Prototyping & Wireframing
- System Design (SaaS)
- Agile & Lean UX Methodologies
- Usability Testing & A/B Testing
- Accessibility & Inclusive Design (WCAG)

Technical Skills

- HTML, CSS (Basic Front-End Knowledge)
- Embedded UI Development
- 3D Design & Rendering
- Digital Audio Processing

Tools

Adobe CC, Affinity Designer, Figma, Keyshot, Blender, Shapr 3D, DAW (Studio One, ProTools, Logic, etc.), Digital Audio Control Software (DSP), Music Notation (Notion, Sibelius, Dorico)

Work

Fender Musical Instruments Corp.
UI/UX Lead - 2021-Present

- Lead UI/UX design for all digital audio products and associated software.
- Architect and implement Fender software design system reducing handoff iteration by more than 70%.
- Write code for embedded graphic displays on Quantum HD audio interfaces and StudioLive digital mixers.
- Design and spec PreSonus Universal Control software for digital control of audio products.
- Prototype 3D renders for Quantum audio interfaces reducing iteration cycles by 50%.
- Maintain SaaS UI/UX in app and web offerings
- Develop and maintain a corporate design system, ensuring brand and UI consistency across products

Thrive DX
Lead Instructor - 2021-2023

- Led UI/UX boot camps and primary programs, mentoring 100+ students in industry best practices.
- Developed and maintained a dynamic syllabus with real-world examples and hands-on exercises.
- Provided individualized feedback and guidance on tool selection and design methodologies.

PreSonus Audio Electronics
UI/UX Lead (2017-2021)

- Specified and designed Universal Control application providing a singular digital touchpoint for CX.
- Designed SaaS UI/UX in app and web offerings
- Redesigned MyPreSonus (SaaS) website and mobile app to include community features and improve UX for user data.
- Specified and designed PreSonus Metro. First to market remote audio mixing application for audio engineers.
- Designed AVB network configuration UI, reducing setup complexity for audio professionals by nearly 50%.
- Designed cross platform application Notion, ensuring a consistent UI/UX for mobile and desktop.
- Enhanced UI for Studio One plugins (Analog Delay, Chorus, TriComp, Rotor) with updated skeuomorphic designs.
- Designed an OBS plugin for PreSonus devices, enabling seamless integration for streamers.

Visual Interaction Designer (2013-2017)

- Design and specification for Universal Control application providing a singular digital experience for users.
- Managed mobile application deployment and branding.
- Designed Studio One Remote mobile application for enhanced DAW control.
- Developed cross-platform skeuomorphic audio plugins.

Notion Music
Product Designer (2010-2013)

- Designed and implemented UI/UX for desktop and iOS applications.
- Delivered assets for Apple commercial and in-store deployment for 100% of in store devices worldwide.
- Managed mobile app deployment on Apple and Google Play stores.
- Lead designer of branding for cross-platform deployment.
- Lead product manager for all releases reaching over 3 million users.

Web designer/Marketing manager (2008-2010)

- Directed online marketing strategies, optimizing SEO and increasing visibility to over 1 million users.
- Designed and developed web content and advertisements improving reach by more than 35%.
- Coordinated feature spots with Apple for in-store and online promotions.
- Produce multimedia content for web and trade shows reaching thousands of users in person.

Audio Engineer (2007-2008)

- Edited and optimized audio samples for playback and QA of over 2000 audio samples.
- Managed a large sample library, refining editing processes.
- Maintained sample library assets recorded at Abbey Road Studios by the London Symphony Orchestra.

Education

SUNY Oswego
M.A. Human-Computer Interaction (In Progress, Expected 2028)
Advanced study in human-centered design, UX research, cognitive science, and AI-driven interaction systems.

Roanoke College
BA, Music

Berklee College of Music
Certification in Mixing and Mastering