

Kyle Poehling

Product Designer | UX Lead

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Professional Summary

Product Designer with 15+ years of experience delivering end-to-end user-centered products across SaaS, design systems, software applications, hardware, and embedded systems. Specialized in interaction design, design systems, and cross-platform experiences. Proven track record of leading design strategy, conducting user research, and driving measurable improvements in usability and product performance. Adept at collaborating with cross-functional teams to ship scalable, high-impact solutions.

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)
 - Critical thinking in AI applications
 - Prompt engineering
 - Generative AI
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Skills

Product Design: UI/UX Design, Interaction Design, Design Systems, User Research, Prototyping, Wireframing

Strategy: Product Strategy, Roadmapping, Stakeholder Collaboration, DesignOps

Technical: HTML, CSS, Embedded UI Development

Tools: Figma, Adobe CC, Blender, Keyshot, Shapr3D, ProTools/Fender Studio Pro/Logic/Ableton

Specialties: SaaS, Accessibility (WCAG), Audio Software, 3D Design

Work

Fender Musical Instruments Corp.

UI/UX Lead | 2021-Present

- Lead UI/UX end-to-end product design for all digital audio products and associated software
- Architected and implemented Fender's 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
- Conduct user research, including customer journey mapping, user profiles, and interviews
- Design and specify PreSonus Universal Control software for digital control of audio products
- Prototype 3D renders for Quantum audio interfaces, reducing iteration cycles by 50%
- Lead end-to-end SaaS product design across web and mobile platforms, improving user experience and engagement
- Maintain a corporate design system, ensuring brand and UI consistency across the digital experience
- Design and deliver product renders for physical packaging
- Design and deliver gift box and carton packaging for hardware 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

Visual Interaction Designer | 2013-2017

- Specified and designed the Universal Control application, providing a unified digital touchpoint for customer experience
- Designed SaaS UI/UX for web and mobile applications
- Redesigned MyPreSonus (SaaS) website and mobile app, introducing community features and improving user data experiences
- Specified and designed PreSonus Metro, a first-to-market remote audio mixing application for engineers
- Designed AVB network configuration UI, reducing setup complexity for audio professionals by nearly 50%
- Designed cross-platform application Notion, ensuring consistent UI/UX across 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
- 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

Web designer/Marketing manager | 2008-2010

- Designed and implemented UI/UX for desktop and iOS applications
- Delivered assets for Apple commercial and in-store deployment across 100% of in-store devices worldwide
- Managed mobile app deployment on the Apple App Store and Google Play
- Led branding design for cross-platform deployment
- Served as lead product manager for releases reaching over 3 million users
- Directed online marketing strategies, optimizing SEO and increasing visibility to millions of users
- Designed and developed web content and advertisements, improving reach by more than 35%
- Coordinated feature placements with Apple for in-store and online promotions
- Produced multimedia content for web and trade shows, reaching thousands of users in person

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