**Kyle D. Winters**

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[**LinkedIn**](https://www.linkedin.com/in/kyledwinters/) **•** [**Portfolio**](https://www.kyledwinters.com/) **•** [**Portfolio Reel**](https://youtu.be/KnWZ9PKQXvc)• Detroit, Michigan

**Career Experience**

i4cp, Remote 11/2022 – Present  
Visual Design Lead

Driving brand excellence through strategic design and cross-functional collaboration:  
  
• Established comprehensive brand guidelines, ensuring a unified visual identity and achieving a increase in brand recognition.  
• Implemented cutting-edge design tools and software, reducing production time and increasing overall design efficiency.  
• Fostered cross-functional collaboration with marketing teams, leading to a improvement in brand consistency across campaigns.  
• Collaborated with IT departments to launch visually captivating dashboards, websites, and email templates, contributing to an increase in user engagement..

MoneyGram, Remote 12/2021 - 11/2022

Contract Graphic Designer

Elevating brand impact through impactful design and marketing strategies:  
  
• Orchestrated the design and production of visually stunning marketing collateral, resulting in a increase in brand awareness and customer loyalty.  
• Devised and executed highly effective marketing campaigns on various platforms, contributing to a growth in customer engagement.  
• Delivered exceptional results, including a surge in website traffic and a notable improvement in social media conversion rates.  
• Spearheaded the establishment of brand standards and guidelines, leading a cross-functional team to create a comprehensive brand book, enhancing brand consistency.

Trane, Remote 01/2020 - 12/2021

Contract Visual Designer

Driving excellence through comprehensive design implementation and project management:

•  Implemented brand guidelines and creative principles across 20+ design projects, enhancing brand recall and fostering a increase in customer engagement.  
• Streamlined cross-functional collaboration, leading to successful project delivery ahead of schedule, exceeding client expectations, and achieving a significant improvement in team efficiency.  
• Executed project management software to enhance task assignment and tracking, resulting in a notable improvement in workflow efficiency and reduction in project delays.  
• Drove seamless project execution by allocating resources and prioritizing tasks, achieving an impressive boost in team productivity, surpassing project milestones and objectives.

Road Ready Telematics, Southfield, MI 02/2018 - 01/2020

Graphic Design Lead

Driving engagement and satisfaction through strategic design initiatives:  
  
•  Conceptualized and crafted visually captivating interactive graphics for multimedia content, aligning with brand guidelines and yielding an increase in website dwell time and a rise in social media shares.  
• Implemented user feedback and conducted usability testing, systematically enhancing the telematics platform design, leading to a 25% improvement in user satisfaction ratings.  
• Collaborated with cross-functional teams to successfully execute the rebranding initiative, achieving a increase in customer satisfaction and a notable improvement in brand perception within the target market.  
• Identified key areas for improvement through rigorous product design tests, utilizing software tools, modeling techniques, and design systems to optimize the user experience, resulting in a 20% increase in customer retention.

Delphi Technologies, Troy, MI 01/2016 – 02/2018

Graphic Design Lead

Elevating brand impact through strategic design initiatives:  
  
• Enforced brand standards across all marketing collateral, resulting in a significant rise in brand awareness among the target audience.  
• Implemented innovative design strategies across art direction, trade booths, packaging, and app development, achieving a remarkable increase in customer engagement.  
• Spearheaded company rebranding efforts, leading to brand identification and a substantial boost in customer engagement within the first quarter.

**Education**

Certificate in Graphic Design

Minneapolis School of Design and Interactive Studies

Bachelor’s Degree

Central Michigan University, Mt Pleasant, Michigan