Leban Hyde
UX & Product Designer
Kansas City, MO

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Skills

iOS & Android Design	Information Architecture	Agile Methodologies
Responsive Web Design	Interaction Design	Figma/Sketch
Design Systems	Visual Design	Mural/Whiteboarding
Human-Centered Design	User Research	Lucidchart

Experience

Cox Automotive · *Mission, KS / Remote*

Lead UX Architect   **2022–Present**
- Successfully integrated dealer management systems across multiple apps, streamlining operations and enhancing user experience.
- Led user research initiatives to consolidate and modernize app usage reports, resulting in improved efficiency and more relevant data.
- Authored comprehensive native mobile guidelines for the organization-wide design system, ensuring consistency and scalability across products.

UX Architect   **2021–2022**
- Established and co-organized a Mobile Community of Practice to foster collaboration, knowledge sharing, and mentorship among designers.
- Facilitated human-centered design workshops to drive innovation and ensure user-centric product development.
- Implemented a messaging feature within the check-in app to improve workflow efficiency and enable external and internal communication.

Sr UX Designer   **2016–2021**
- Successfully transitioned website management and reporting & analytics apps to responsive mobile, enhancing user experience and accessibility.
- Led a complete overhaul, redesign, and rebranding of the reporting & analytics mobile app, resulting in a 1,000+ daily active users.
- Contributed mobile guidance and components to two internal design systems, ensuring consistency and scalability across various apps.

UI Designer III   **2015-2016**
- Played a key role in driving an Agile transformation for the websites team and implementation process, improving efficiency and productivity.
- Coached and mentored junior designers, fostering their professional development and contributing to a positive team culture.

UX Design Lead @ *National Seminars · Mission, KS*   **2011–2014**
- Established and implemented human-centered design processes to ensure user-centric product development.
- Created a modular CSS architecture that drove the development of the internal design system, ensuring consistency and scalability across products.
- Led user research initiatives for the redesign of the content search functionality, resulting in increased search efficiency and higher training enrollment.

Education & Development

Bachelor of Fine Arts (BFA)	**Certificate**	**Certificate**
Graphic Design	Human-Centered Design	Foundations of UX
Missouri State University	*LUMA Institute*	*Lynda.com*