



# KYLE WYATT

A DESIGNER OF MANY DISCIPLINES

[kyle-wyatt.com](http://kyle-wyatt.com) 

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## CAREER GOALS:

*TO MAKE GOOD THINGS FOR GOOD PEOPLE. TO CHALLENGE MY PEERS AND BE CHALLENGED BY THEM. ABOVE ALL ELSE, TO SIMPLY CREATE GOOD WORK.*

## WORK EXPERIENCE:

**WYATT OFFICE OF DESIGN, LLC:** I am Principal and Owner of this (often solo) design studio. I work directly with my clients in real estate, medical, financial and public service industries to deliver branding, packaging design, advertising and digital design work that is impactful, memorable, and profitable. *EST. JUNE 2014 – PRESENT*

**BETHEL UNIVERSITY:** I joined BU as an adjunct professor to teach Interactive Design. This course is a 400 level class that meets once weekly. In my first year acting as professor, I am instructing eleven students. *FALL SEMESTER 2015 – ON GOING*

**BEST BUY:** Assumed the role of UX Designer on the A/B & Multivariate testing team. Tasked with designing and building tests targeting incremental improvements to the user experience of BestBuy.com. *ON CONTRACT DECEMBER 2013 – JUNE 2014*

**AIMIA:** Worked as an interactive designer, designing loyalty marketing websites for clients like Subaru of America, Oracle, Mazda, and NetApp. *ON CONTRACT JANUARY – JUNE 2013*

**VARIOUS FREELANCE AND CONTRACT WORK:** Produced work for many clients including Thrivent Financial, 3M, BBDO, Community Blueprint, and YYES. Projects included digital, icon illustration, identity design and brand guidelines. *JANUARY 2011 – JUNE 2014*

**PERISCOPE:** Worked with clients such as Andersen Windows, United Health, and Nutrena Animal Feeds. Projects included print catalogs, sell-sheets, packaging design, as well as icon and logo design. Extensive packaging design work was created for Walgreen's store-brand pharmaceuticals. *ON CONTRACT APRIL – NOVEMBER 2012*

**MARTIN WILLIAMS ADVERTISING:** An internship which led to short-term employment. I worked for clients like Payless Shoes, Minnesota Twins, Marvin Windows, Syngenta, Pfizer Animal Health and Kinze Manufacturing. Projects included trade show booths, websites, print ads, product catalogs, social media and guerilla marketing. *JUNE 2011 – DECEMBER 2011*

## VOLUNTEERISM:

Co-Director of Operations

*AIGA BOARD OF DIRECTORS - MINNESOTA CHAPTER, JANUARY 2014 – PRESENT*

## EDUCATION:

Bachelor of Arts in Graphic Design

*NORTHWESTERN COLLEGE OF ST. PAUL, MAY 2010*

## NOTEWORTHY AWARDS:

*WORK FEATURED ON THEMPLSEGOTIST.COM; FRESH MEAT PROFILE*

*2012 AIGA DESIGN SHOW AWARD WINNER*

*2010 AIGA PORTFOLIO ONE ON ONE DESIGN CAMP SCHOLARSHIP*

References are available upon request.

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