kylie jane madsen.

user experience designer

contact.

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about me.

Hi, I'm Kylie. I believe in extraordinary solutions through intentional process.

I'm passionate about crafting experiences and tying UX research, brand identity, and technological innovation to business needs. I specialize in UX Research and visual design, with additional certifications in universial design, frontend web development, and psychology.

education.

UC Berkeley

Certificate

AI for Business Strategy

Kent State University

MS in UXD

Masters of UX from one of the most well established programs in the country

BYU - Idaho

BA in UXD

BA in Graphic Design with an emphasis in UX/UI design. Certificates in frontend web development and psychology

extras.

Published Medum Writer

BYU-I ELEVATE winner

Academic certificate in fronted web development

Academic certificate in psychology

experience.

Senior UX Designer - Agentic Experience

SalesRabbit | 2025 – Present

Own UX and information architecture for RoofLink and RoofRabbit, from field research through shipped product. Built the team's research practice, personas, and design system, and set the AI UX patterns used across 3 products. Shipped supplier integrations, estimating, and reporting at 80%+ adoption. Promoted from Product Designer to senior in 15 months.

Product Designer

Anonyome | 2024

Co-designed a new product from concept to launch, including key validation and discovery research. Crafted OpenAI API prompts to enhance user experience across multiple AI models and improved app download conversions by 8% through optimized app store and Google Play assets. By introducing clickable prototypes into the design delivery process, fostered better collaboration with development and product teams. Additionally contributed to the creation of a design system used across five global products.

Jr User Experience Designer

Signet Jewelers | 2023

Solved UX problems with an end-to-end process driven in data for a luxury retail experience. I specialized in user's digital wallet, post-purchase email experiences, and the shopping and checkout user flow.

User Experience Design Intern

Church of Jesus Christ of Latter Day Saints | 2022

Non-Profit with over 27 million yearly international users.
Conducted research audits in accessibility, usability, performance, and region to improve worldwide digital experience. Regular updates and management on extensive design system used by 60+ designers and development teams across the organization.

Kylie J Madsen

User Experience Designer

Education

Kent State University

- Masters of UX

UC Berkeley

- Certificate in Artificial intelligence for Business Strategy

Brigham Young University - Idaho

- Bachelor of Arts in Graphic Design, emphasis in UX/UI design
- Additional Certificates: Frontend Web Development and Psychology

Experience

SalesRabbit

Senior UX Designer - Agentic Experience (promoted from Product Designer)

- Own UX and information architecture for RoofLink and RoofRabbit, an AI-native roofing platform, from field research through shipped product
- Lead AI and agentic UX strategy across the product suite, setting the interaction patterns used across pods and signing off on AI features before release
- Shipped supplier integrations, estimating workflows, and dashboard reporting with 80%+ adoption
- Own UX for revenue-bearing partner integrations, including SRS supplier ordering and Finti financing
- Built the team's research practice: interview framework, personas, journey maps, usability testing, and trade show research at RoofCon and IRE
- Built AI workflows for in-product copy, research synthesis, and design reviews, and taught them to the product team
- Promoted from Product Designer to senior in 15 months; onboarded and mentored new designers and sat on the APM hiring panel

Anonyome Labs

User Experience Designer

- co-designed a new product end 2 end from the definition stage to the launch, including key validation and discovery research

- Crafted open AI API prompts to be built into the product to enhance user experience across multiple AI models
- Generated an 8% higher conversion rate to app downloads through carefully crafted app store and Google Play assets
- Created a custom GPT model to enhance brand and UI visuals within the company through illustration.
- Added features and delight of convenience to our browser extension platform
- Improved collaboration with development and product by implementing clickable prototyping into the design's delivery process.
- Aided in the development of a design system used across 5 global products
- Mentored an intern from another team during the summer, offering project and career guidance

Signet Jewelers
Junior User Experience Designer

- Orchestrated end-to-end UX problem-solving processes anchored in data-driven insights to elevate luxury retail experiences.
- Drove innovation in the user's digital wallet, post-purchase email interactions, and streamlined shopping and checkout workflows.

The Church of Jesus Christ of Latter-Day Saints
UX Design System Specialist

- Executed comprehensive research audits with a global perspective, optimizing accessibility, usability, performance, and regional considerations.
- Actively maintained and evolved an extensive design system, fostering collaboration among 60+ designers and development teams across the organization.

Brigham Young University - Idaho
User Experience Designer

- Applied user-centric methodologies to revolutionize student and faculty web interfaces, underpinned by ethnographic research.
- Fostered alignment between business objectives and user needs, catalyzing enhancements to three pivotal app features and a leaner design system to expedite project execution.

Pluralsight
Graphic Designer I

- Pioneered the creation of 115+ assets within a 12-week timeframe for high-profile B2B partnerships, including industry leaders like Nike, Verizon, United States DoD, and Comcast.
- Garnered accolades from CEO Aaron Skonnard for exceptional contributions.
- Crafted compelling ABM slide decks pivotal in securing $1 million investment deals, while spearheading paid and organic social ad campaigns, resulting in a remarkable 20% click-rate increase over 12 weeks.

Apple
iSource Repair Technician

- Championed top-tier customer support by meticulously recording data, enforcing repair deadlines, scheduling appointments, and offering user education.
- Proficiently tackled hardware and software issues, with a specialization in mobile device troubleshooting.

Additional Qualifications

- ELEVATE award winner for excellence in UX design

- Published writer for the UX Collective on Medium, sharing industry insights and expertise

- Completed the comprehensive UX Research Path from Pluralsight, demonstrating a strong foundation in user research methodologies

- Distinguished service as a former SheTech Student Board Member, showcasing leadership and dedication to the tech community