

Kyle Goeken

Lead Product Designer · UX/CX Strategy · Design Systems

Raleigh, NC · Remote · kyle.goeken@gmail.com · [linkedin.com/in/kylegoeken](https://www.linkedin.com/in/kylegoeken) · [Portfolio & Prototype Work: v0-kylegoeken.vercel.app](#)

SUMMARY

I've been doing this for 15 years across fintech, retail, and healthcare, and the work has always been the same: understand the problem deeply, build systems that hold up, and ship things that actually move the needle. I use AI tools the way a good designer uses any tool, to do better work faster, not to replace the thinking.

SKILLS

DESIGN	UX Strategy · Design Systems · Journey Mapping · UX Research · Prototyping · Brand Identity
AI & DEV	Claude Code · v0 / Vercel · Cursor · Figma / Figma Make · React / Tailwind · VS Code · GitLab / GitHub
LEADERSHIP	Cross-functional Leadership · Workshop Facilitation · Stakeholder Management · Mentorship · Agile
METHODS	CJDP Framework · UMUX / SUS / UX Lite · Prioritization Workshops · Benchmarking

EXPERIENCE

Live Oak Bank

Oct 2022 – Jan 2026

Lead Product Designer

Key impact: \$212M originated loans in 2025 (+94% YoY) · 87.9 SUS score · +80% lender capacity · 14% faster loan throughput

- Built the design system from zero: tokens, components, the whole thing, in Figma. Three product squads picked it up and what used to take months to hand off to engineering started taking days.
- Owned the loan application platform end-to-end: research, journey mapping, wireframes, prototypes, delivery. The results were an 87.9 SUS score, a UX-Lite routing score of 22, +80% lender capacity, and 4 days shaved off every single loan.
- Led a full corporate website rebrand, taking Live Oak's evolving brand position and making it feel consistent across every digital touchpoint customers encountered.
- Set up a quarterly UMUX/SUS benchmarking practice so the team always had real data behind design decisions, not just gut feel.

Lowe's Companies, Inc.

Jan 2020 – Oct 2022

Lead Product Designer

Key impact: Experiences reaching millions of monthly users across Lowes.com Homepage, Personalization, Chatbot, Buy-It-Again, and DIY-4U

- Was the design decision-maker for Lowe's highest-traffic surfaces, spanning eCommerce, Marketing, and Merchandising. The kind of work where a bad call affects millions of people.
- Designed DIY-4U Virtual Workshops from scratch, a live instructional commerce channel that came together fast during the pandemic and opened up a meaningful new revenue stream for the business.

- Built L4P, a Salesforce CRM for in-store Pro Sales Associates dealing with complex contractor workflows across hundreds of locations. Made a genuinely hard job a little less hard.
- Helped build out the shared Figma component library that the wider eCommerce design org eventually standardized on across teams.

Humana | The Hive (In-House Agency)

Oct 2018 – Jan 2020

Creative Team Lead

Key impact: Managed a 10-person creative team inside a Fortune 500 in-house agency, leading brand strategy across enterprise-wide programs

- Ran the creative team at The Hive, Humana's internal agency. High volume, high visibility, and the kind of environment where brand standards actually matter.
- Handled C-Suite level work including the official Humana Kentucky Derby invitation suite. When the stakes are that high, there's no room for anything off-brand.
- Led the full brand build for Wel at Humana, an internal fitness center, from naming and identity all the way through final rollout.

Various Agencies, Startups & Companies

2011 – 2018

Designer & Art Director

Key impact: WebAward Winner: Best Family Website · NYSE IPO rebrand (Charah Solutions) · Toddy Gear co-founder

- Spent seven years getting reps across agencies, startups, and in-house teams. That range of brand, visual systems, and creative direction is what makes the product work sharper now.
- Was part of the founding team at Toddy Gear, a promotional tech startup. Got early exposure to what it actually takes to build a brand and a product from nothing at all.
- Did the brand work for Charah Solutions' NYSE IPO launch and earned a WebAward for digital excellence on behalf of StepStone Family and Youth Services.

EDUCATION

Columbia College Chicago

Class of 2012

Bachelor of Fine Arts, Graphic Design