

KYLE BOWERSOCK

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PROFESSIONAL SUMMARY

Seasoned UX and CX leader with a proven track record of building and scaling practices from the ground up. Extensive experience conducting comprehensive user research and strategy across healthcare, financial services, and government sectors. Expert in translating complex user needs into real insights that drive product strategy and business outcomes. Skilled facilitator who has led hundreds of workshops and user interviews, with a focus on creating accessible, user-centered digital experiences.

PROFESSIONAL EXPERIENCE

STAFF SERVICE DESIGNER

Intuit | *October 2025*

- Designed end-to-end service for Intuit's Intuit Enterprise Suite and Intuit Accountant Suite offerings, including the mid-market expansion of the Partner program's offering of Resolution Center, T1 support, Intuit Expert training and enablement, and customer growth
- Created target state end-to-end journey for Intuit's Partner program for Wholesale and Value-Added Reseller (VAR) partner groups, resulting in 35% reduced support calls, 4+ feature adoption growth by 63%, and \$37 million in revenue growth
- Led cross-functional collaborative efforts on service design with sales, support, clients, executives, product design, engineering, and product management teams, reducing design and development time by having clear and documented processes, requirements, and research findings
- Led implementation and adoption of Claude AI models for daily use by researchers, service designers, PM, and UX designers for a 3x efficiency increase as measured by labor hours, reworks, and presentations during design reviews

PRINCIPAL LEAN UX RESEARCHER & DESIGNER

Flexion - Remote | *June 2023 - April 2025*

- Developed research framework and USWDS-formatted design for the Medicare Part B UX team, modernizing the entire Claims Adjudication platform used nationwide
- Conducted over 50 usability studies and 150+ user interviews with every Medicare Administrative Contractor in the US, creating a comprehensive understanding of complex workflows
- Led the research initiative for Wisconsin's Department of Workforce Development, transforming their claims platform through evidence-based design
- Facilitated 15 design studio workshops with cross-functional teams of 20-60 participants, including developers, product leads, UX designers, and CMS leadership
- Created and implemented Figma prototypes for the Medicare adjudication platform, coordinating design efforts across large, distributed teams
- Served as UX Analyst for the Consumer Financial Protection Bureau's financial education website, enhancing usability and accessibility of critical public resources

PRINCIPAL SERVICE DESIGNER, SENIOR UX RESEARCHER, DIRECTOR OF PRODUCT MANAGEMENT

Veracity Consulting Group - Remote | *October 2021 - June 2023*

- Mentored 13 junior-to-mid level researchers and strategists, developing their skills in research methods and strategic thinking
- Designed and implemented ServiceNow solutions for one of the world's largest beverage distilleries, streamlining logistics operations
- Collaborated with fraud department leaders at a top-10 US financial institution to redesign fraud detection services, resulting in \$44MM savings in 2022
- Extended client contracts totaling over \$1M in revenue through consistently delivering exceptional research-driven insights

- Facilitated 400+ hours of workshops, designed surveys reaching 40,000+ users, and moderated 300+ hours of user interviews across multiple industries
- Implemented Workday to manage employee and applicant networks, improving HR efficiency and candidate experience

SENIOR UX RESEARCHER

symplr - Remote | *June 2021 - October 2021*

- Defined product roadmaps and strategy for 11 healthcare SaaS products using mixed-methods research approach
- Created comprehensive documentation on research methodologies and processes, establishing company-wide standards for user-centric research
- Developed test plans, screeners, and moderation guides that led to new sales of products to 9 healthcare systems in the US
- Integrated Human-Centered Design across the organization, designing resources, education, and tools to sales, marketing, engineering, and product teams

SENIOR UX RESEARCHER

Ipsos - Remote | *October 2020 - June 2021*

- Mentored 7 junior researchers through observation, feedback, and coaching to improve research efficiency and data presentation
- Analyzed and executed research studies for a top-3 US credit card company, resulting in website changes that drove 11% increased adoption rate from email campaigns
- Conducted A/B tests, taxonomy reviews, and usability studies for business-facing products at Meta
- Developed actionable design recommendations from research findings, generating millions in sales for clients
- Led an international research effort for Volaris, a Mexico-based airline, to design and implement a chatbot for customer service, flight tracking, and flight status

DIRECTOR OF USER EXPERIENCE

MXOtech - Chicago, IL | June 2019 - June 2020

- Built the UX practice from the ground up, developing comprehensive guidelines and processes for research, design, and strategy still used by the company after its acquisition by Ntiva
- Integrated Agile into the product development process, resulting in 41% higher development efficiency (measured by story point velocity)
- Hired and mentored 3 junior-level employees while growing UX services revenue by 33%
- Led sales of custom application development and UX services, driving \$7 million revenue growth
- Influenced C-suite executives to commit to company-wide human-centered design culture through compelling presentations and demonstrated ROI

UX RESEARCHER & DESIGNER

Innovation Design - Chicago, IL | June 2016 - June 2019

- Led research and design of Chicago Department of Public Health's API for Electronic Health Records designed to screen children from newborn to 1 year old for blood lead levels
- Conducted 25 user interviews with doctors and clinicians to document workflows, pain-points, and areas of opportunity
- Successfully integrated the API into six Chicago-based healthcare systems by partnering with hospital administrators, IT staff, and clinicians
- Automated the referral process for city inspectors to be notified of addresses needing testing for lead contamination, prioritizing underserved communities based on zip codes
- Successfully led the expansion of Abbott Laboratories' Freestyle Libre product into the German market, increasing access to the medical device for 8 million German citizens suffering from Diabetes
- Conducted competitive analyses on German-market pharmaceutical and medical device companies and led content strategy for Abbott's expansion into that market

- Conducted 100+ hours of user interviews, A/B testing, workshop facilitation, and data analysis
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EDUCATION & CERTIFICATIONS

Master of Science in Human-Computer Interaction

DePaul University Chicago | 2017 - 2019

Bachelor of Fine Arts, Minor in Art History

Columbus College of Art and Design | 2013 - 2016

Certified Product Manager - IBM

IBM | 2025 - Present

Certified Agilist - SAFe 6

Scaled Agile | 2023 - Present

Professional Scrum Master I

Scrum.org | 2019

Professional Scrum Product Owner I

Scrum.org | 2019

SKILLS & EXPERTISE

Research Methods: Usability Testing, A/B Testing, Cognitive Walkthroughs, Qualitative & Quantitative Research, Survey Design, Stakeholder Interviews, User Interviews, Data Analysis, Data Synthesis, Workshop Facilitation, UX Benchmarking, Honeycomb Analysis

Tools: Figma, Axure RP, Adobe XD, Adobe Creative Suite, SPSS, Dovetail, Qualtrics, OptimalWorkshop, Miro, Mural, HeyMarvin, O365, Google Suite, UserTesting.com, Dscout

UX Strategy: Journey Mapping, Persona Development, Service Blueprinting, Accessibility, Service Design, Content Strategy, SEO, Stakeholder Relationship Management, Empathy

Collaboration: Workshop Design & Facilitation, Remote Testing (Zoom, Teams, GoToMeeting, WebEx), Presentation Skills

Industry Experience: Healthcare, Government, Financial Technology, Education, SaaS, Not-for-Profit, Digital/Agile Transformation, Agile, Lean, SAFe

