

Kish Hickerson

Lead Product Designer

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www.kischelement.com
www.linkedin.com/in/kishhickerson

I lead with vision, mentor with purpose, and deliver with precision. As a product design leader, I transform ambiguity into actionable strategy, delivering scalable products that reach millions and drive measurable business growth.

Experience

MoonParade – Atlanta, GA 2020 - Present

Founder

- Led design teams to launch 10+ digital products for startups and Fortune 1000 companies.
- Built scalable design systems that improved cross-team handoff and reduced development time by 20%.
- Partnered with Mailchimp, Generac, Optum and Wisely to deliver solutions that exceeded project expectations across fintech, healthtech, e-commerce, and SaaS.

Big Nerd Ranch – Atlanta, GA 2020 - 2021

Lead Mobile Product Designer

- Improved instructor workflows through redesigned task flows, resulting in increased satisfaction and reduced setup time.
- Designed a curated music player with 100% first-year adoption.
- Conducted user testing, journey mapping, and prototyping to refine the user experience.

Anthem – Atlanta, GA 2019 - 2020

Lead Mobile Product Design Consultant

- Reimagined UX for an Artificial Intelligence healthcare platform, cutting task completion by 30% and driving a measurable boost in user engagement.
- Developed features like geo-located doctor search and a personalized health dashboard.
- Implemented UX enhancements that reduced churn and improved conversion rates.

Delta – Atlanta, GA 2018 - 2019

Lead Product Design Consultant

- Led a team of 12 designers, implemented design sprints to improve stakeholder alignment and efficiency.
- Standardized design components and WCAG across teams to reduce inconsistencies and improve workflows.
- Optimized booking flow, reducing abandonment rates and increased mobile bookings by 10%.

Skills

Design & Prototyping:

Figma, Miro, Human Interface Guidelines, Android Material Design, Webflow, ProtoPie, Framer, Spline

Development:

Swift UI, Xcode, HTML, CSS, JavaScript

Research & User Insights:

User Testing, Maze, Google Analytics

Achievements

March Madness Live
39th Sports Emmy® Winner
Outstanding Trans-Media Sports Coverage

Education

Savannah College of Art & Design
Bachelor of Fine Arts
Graphic Design

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Turner Sports – Atlanta, GA

2016 - 2018

Lead Product Designer

- Achieved record-breaking user engagement for March Madness Live by leading the design team and optimizing project execution through cross-functional collaboration.
- Developed multi-view game streaming, enhancing interactive sports experiences.
- Architected data-driven user personas that informed product strategy and accelerated feature prioritization.

Ogilvy – Atlanta, GA

2014 - 2015

Senior UX Design Consultant

- Led the user experience and strategy for a multi-brand campaign with Coca-Cola and IHG, increasing user adoption and loyalty program membership.
- Executed a comprehensive site audit, uncovering critical opportunities to optimize content organization, eliminate redundancy, and refine complex user task flows.

The Home Depot – Atlanta, GA

Apr - Nov 2014

Senior UX Design Consultant

- Led competitive analysis and heuristic evaluation to inform the design strategy for the product recommendation engine.
- Created and tested low-fidelity prototypes through iterative usability studies, validating key interaction patterns and information hierarchy.
- Launched personalized recommendation features that increased conversion rates and boosted product sales.

Rent – Atlanta, GA

2012 - 2014

Lead Mobile Designer

- Led the end-to-end redesign for Android and iOS apps, collaborating with cross-functional teams to deliver a unified, mobile-first experience that improved usability and visual consistency.
- Facilitated design sprints to develop low-fidelity prototypes, which were user-tested to validate business decisions, resulting in improvement in app ratings and user engagement.

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