

Kyle Greenan

Director, Product Design



EXPERIENCE

Director, Product Design

GLOVEBOX INC. • Jan 2023 – Current

Collaborate with executives and product teams to craft vision, prototype, and deliver end-to-end UI/UX experiences across web and mobile. Build and maintain design systems featuring component libraries, design tokens, and AI-driven workflows that enhance brand consistency and accelerate time-to-market. Lead product design for 3 products from wireframe to launch, achieving 4.6 App Store and 4.3 Play Store ratings. Establish documentation standards and engineering handoff processes that foster collaboration and support team scaling.

Cofounder, Director of Design

OWNPROP • Oct 2021 – Oct 2022

Directed all product design and investor-facing materials for a proptech startup, contributing to \$500k+ in institutional capital raised within 5 months. Architected KYC and accreditation onboarding flows that converted 1,500+ active users (45% MoM growth) across B2B and B2C segments. Established a cross-platform design system and asset governance model to maintain brand consistency during rapid product scaling.

Director of Creative

SYSCO LABS • Oct 2017 – Oct 2021

Designed and launched 72+ regional templated Shopify storefronts during the pandemic, driving \$100M in cumulative sales through standardized, high-conversion UI/UX. Redesigning the "Become a Customer" flow, reducing lead qualification time from 2 weeks to 48 hours (75% reduction) and increasing conversion rates by 30%. Unified brand standards across four core portals (Sysco.com, Sygmanetwork.com, Sysco Shop, Sysco Delivery), establishing component patterns that scaled across web and mobile. Led and mentored a team of 4 designers, building agile workflows and feedback frameworks that improved design velocity without sacrificing craft.

Lead UI / UX Designer

CAKE Corporation • Nov 2015 – Nov 2017

Built the creative team from the ground up—hiring, training, and managing performance while maintaining design quality through rapid product scaling. Translated complex restaurant ordering and payments requirements into scalable UX roadmaps, partnering closely with engineering and product leadership. Navigated the team through CAKE's acquisition by Sysco, ensuring design continuity and transitioning into Sysco LABS to drive platform strategy at scale.

EDUCATION

University of Houston, B.F.A., Graphic Communication — 2005

CONTACT

kyle.greenan@icloud.com

512-909-7374

Austin, TX

INDUSTRY KNOWLEDGE

Design Systems
Component Libraries
Design Tokens
Prototyping
Accessibility
Documentation
User Research
Interaction Design
Product Design
Brand Strategy

TOOLS

Figma, Framer, Webflow, VSCode,
GitHub Copilot, OpenCode Jira,
Confluence

OTHER SKILLS

React, HTML/CSS,
Front-end Collaboration

SOCIAL

howdyitskyle.com

linkedin.com/in/kyle-greenan

github.com/howdyitskyle