Kyle Oswald

Senior Product Designer, MHCID, CPACC

📍 Portland, ME (USA, EST) ✉ kylelewisoswald@gmail.com

🌐 **kyleoswald.com**   in **/oswaldkyle/**

About me

I am a Sr. Product Designer with 5+ years of experience shipping 0–to–1 products in fast paced technical organizations. I am highly experienced in native mobile design, business strategy, and user research. I am seeking an opportunity where product, design, and engineering are tightly aligned and biased towards action.

Experience

CVS Health Senior Product Designer   📅 Mar 2024 - present

CVS Health App

- Enhanced the dashboard for vaccination sharing, significantly boosting user engagement and enabling targeted, confident record-sharing. Native utilization for Health Records reached 53% this year due to these improvements (up 26% from Q4 '23).
- Improved user pathways for check-in, increasing the click-through rate from 45% to 77% on HPI intakes and from 54% to 73% on sports physical forms, reducing errors and simplifying navigation.
- Spearheaded usability studies and redesigns which increased traffic to the health landing page by 47% month-over-month, reaching over 500,000 native visits.

IQVIA Biotechnology Senior Product Designer   📅 Jan 2022 - Mar 2024

Novo Nordisk PSP   Allergy Plus

- Managed team to produce 11 features in 4 months – accelerating Novo Nordisk to launch a white-label companion app for Wegovy patients.
- Launched a native WatchOS companion app and seasonal alerts, increasing Allergy Plus mobile subscribers by 28% – generating $15,000 in monthly revenue.

Eli Lilly & Company Product Designer   📅 Jan 2020 - Jan 2022

Lilly Trial Search   Artificial Pancreas Platform

- Executed the research, design, and validation activities for a patient SAMD solution for managing basal insulin dosing in patients with type 2 diabetes.
- Collaborated with a team of three consultants to research and redesign Lilly's patient recruitment mechanism – trials.lilly.com, increasing clinical trial enrollment.

Education

Master's in Human Computer Interaction & Design   📅 2020 - 2021
University of California – Irvine

Bachelor of Science in Information Systems, Psychology   📅 2016 - 2019
Indiana University – Bloomington

Publications

Edwards, Emory & **Polster, Kyle** & Tuason, Isabel & Blank, Emily & Gilbert, Michael & Branham, Stacy. (2021). "That's in the eye of the beholder": Layers of Interpretation in Image Descriptions for Fictional Representations of People with Disabilities. 1–14. 10.1145/3441852.3471222.

In partnership with Google Material Design:

Certifications

Certified Professional in Accessibility Core Competencies (CPACC)   📅 2023
International Association of Accessibility Professionals (IAAP)