



Kyla Brake

UI Designer + Creative Problem Solver

EXPERIENCE

Participant of RBC's Internal Innovation Program: RBCx 2020

A signature 9 week intrapreneurship program that brings together top talent from across the organization to explore disruptive ideas and spread new ways of working. Using foundational design thinking skills and agile methodologies, teams are given a real problem within RBC to solve while encouraged to think BIG and bring forward unstoppable solutions.

UI/UX, Visual Design Lead | RBC 2018 - Present

Combining both design disciplines of UI and UX holistically to enhance customer satisfaction, I strive to improve usability and act as an advocate for the user.

Responsibilities include project requirement analysis, prototyping user flow maps, sitemaps and low fidelity product structure. As a brand ambassador I'll continue into the ideation phase and iterate through creative concepts of the operation flow and the interface while continuing to retest with users and move into high fidelity design prototypes.

Visual Design Lead | RBC 2015 - 2018

Leading the visual design team to drive our internal creative solutions from strategy to execution to help produce final web-based products for our clients. Played a key role in RBC's responsive framework for our internal audience and continuously evolving on this strategy.

Responsibilities include leading the design team's strategy to establish the look and feel while concentrating on the usability of our websites. My creative problem solving skills primarily focuses on the layout while pairing our solutions with colour, typeface and brand identity to define an exceptional visual message.

Senior Visual Designer | RBC 2014 - 2015

Graphic Designer | RBC 2006 - 2014

EDUCATION

User Interface Design Course, Brainstation | 2017

User Experience Design workshop, Brainstation | 2017

Designing Website Layouts in Sketch, HackerYou | 2017

Designing for the Mobile User Experience, HFI | 2015

The Science & Art of Effective Web & App Design, HFI | 2015

Digital Marketing Certificate, CMA | 2012

Graphic Design Diploma, Collage of the North Atlantic | 2000

ABOUT ME

Driving the best digital experience for employees has been a focus of mine for many years and I am looking to continue my leadership and pour my passion for creative problem solving into a new areas of RBC. My career objective is to continue to influence, encourage and drive a positive impact for RBC. I want to tap into a new area where my past experience will be an asset to your team while learning and developing new skills to drive meaningful change.

 Email

 Website

 LinkedIn