

Lawson Kight, UX Director



Portfolio Website

www.lawsonkight.com

Contact

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Skills

Design leadership

Recruiting

User experience

User research

Strategic thinking

Design systems

Internationalization

Video, motion, & animation

Functional prototyping

HTML, CSS, & Javascript

Education

University of Cincinnati, DAAP

Bachelor of Science in Digital Design, 2008

A traditional design degree combining digital design, motion, development, and internships.

About

As a **leader**, I connect my teammates and colleagues passions to larger group goals, shaping individual efforts into collective action.

As a **designer**, I create compelling user experiences from intuitive flows, actionable data, and moments of surprise and delight.

Work Experience

100x Group / BitMEX

2018-2021

For 100x—a cryptocurrency derivatives and trading technologies firm—I hired, managed, and led the five-member User Experience & Design team, responsible for mobile, web, brand, customer research, and regulatory and compliance features.

Head of User Experience & Design

- Built, led, and managed the User Experience & Design team with 100% retention
- Led initial design of the BitMEX native mobile trading application, which traded over \$1b in contracts in its first 6 months
- Established the brand identity for 100x Group, BitMEX's parent company
- Directed strategic UX initiatives to improve trading experiences on BitMEX

Fitbit

2014-2018

I led the user interface design of Fitbit's first smartwatch, Fitbit Blaze, and subsequently defined their cross-platform watch and tracker design system, while launching three generations of wearables to over ten million satisfied customers.

Principal Designer, Smartwatches

- Established the user-interface design system for FitbitOS smartwatches
- Unified Fitbit's watch and tracker platform UI, simplifying future product releases
- Launched Fitbit Ionic and Fitbit Versa, receiving 4 and 4.5 star ratings on Amazon

Senior Designer

- Designed, launched, and supported Fitbit's first smartwatch user interface
- Refreshed the data visualisation design language on Fitbit's mobile apps
- Ported GPS run-tracker designs to the Fitbit Android app

frog design, inc.

2008-2014

I began at frog—a renowned international design agency—as a junior designer, and over time became the the visual design lead for complex end-to-end research and strategy programs.

Senior Visual Designer

- Motion, visual, user experience, and participatory research design
- End-to-end research and strategy for consumer epilepsy detection and management
- Multi-city participatory research & design around consumer messaging behavior

Visual Designer II

- Motion, visual and interaction design for hardware and software programs.
- Led visual design for mobile and in-person banking experiences
- Designed exploratory hardware and software concepts for Disney Parks & Resorts

Visual Designer I

- Motion and visual design for telecom, entertainment, and healthcare clients
- Created a complete motion framework for a from-scratch mobile operating system