Kyle Waldrop is a Los Angeles–based product designer with 15 years of experience crafting systems and experiences at scale for billions of users worldwide. Most recently a design lead at ⊡.

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EXPERIENCE

Instagram, Product Design Lead (IC Level 7)
MAR 2018 — APR 2025 · 7Y

Led design initiatives at Instagram across audio, video, and civic engagement. Drove discovery of trending sounds, streamlined content creation with AI-powered tools, and launched formats that encouraged co-creation between teens and creators. Contributed to the 2020 Election campaign, helping register over 4.4 million new voters.

Facebook, Product Designer (IC Level 4)
APR 2017 — MAR 2018 · 1Y

Supported the design strategy for Facebook Marketplace with a focus on expanding business-to-consumer (B2C) verticals. I led the development of product experiences like live shopping and new group buying features. I also played a key role in creating the overarching design system that supports Marketplace at scale.

Box, Senior Product Designer
JUN 2015 — APR 2017 · 2Y

Led the end-to-end design of Box's consumer experience across desktop and mobile platforms, driving the execution of a modernized design system. Spearheaded the user experience for Relay, a no-code workflow automation tool developed in partnership with IBM.

LivingSocial, Product Designer
JAN 2013 — JUN 2015 · 2.5Y

Led design initiatives for LivingSocial's local and travel e-commerce platform, improving the discovery and streamlining the purchase experience for both local and destination-based deals.

AOL, Mobile UI/UX Designer
MAY 2010 — JAN 2013 · 2.5Y

Supported the mobile app development and strategy of several brands under the AOL Mobile umbrella including TechCrunch, Huffington Post and Engadget.

EDUCATION

Virginia Tech
Visual Communication Design, BFA · School of Visual Arts, Class of 2012

SKILLS & ACHIEVEMENTS

Skills
UI & UX, advanced prototyping, motion design, design system creation, journey mapping, wire framing, spot illustration, concept sketching, front end development, 3D rendering

Tools
Figma, Sketch, Adobe Creative Suite, Origami & Framer (prototyping tools), After Effects, Rotato, HTML & CSS

Achievements
2016: Secured 23+ design patents on workflow automation from my work on Box Relay.

2012: Design work featured in Ben Hannam's Practice Makes Perfect: A Graphic Design Students Guide to Freelance published by John Wiley & Sons.

2011: AOL's Ace Intern of the Year Award Winner.

2011: Virginia Tech's School of Visual Arts Outstanding Intern of the Year.

2010: Two-time Design ADDY Silver Award Winner for Packaging Design.