
KYLE McBRIDE

CX, UX & PRODUCT

PROFILE

An accomplished and high achieving professional with several years' experience working in iGaming within the CX (UX, Design & Product) field. Proven track record of developing and managing customer experience, vision and strategy. A natural relationship builder that can lead and inspire teams, while developing beneficial relationships with colleagues and stakeholders. Now looking to positively impact bottom line profitability in an organisation focused on growth and customer experience.

Excellent communication, reporting and business planning skills, with a proven ability to seize opportunities, whilst building long lasting trust, and mutual respect at all levels.

CONTACT

P: +356 79 911 208

E: info@kylemcbride.com

L: Valletta, MALTA

REFERENCES

Provided on Request

EXPERIENCE

BETSSON GROUP

Nov '17 –

Group Head of Customer Experience

- Defined, managed and implemented the CX vision across 20+ brands with regular reporting to the Chief Product Officer on performance against targets.
- Managed 3 direct reports and indirectly 10+ UX colleagues, maintained performance and ensured the consistent achievement of objectives.
- Facilitated monthly workshops and weekly catch-ups to ensure that the team had the necessary strategies and guidance to achieve in line with business objectives.
- Defined and tracked customer KPIs and identified bottle necks/problems before implementing solutions.
- Worked closely with the Optimisation team, identified where the business required attention and planned/implemented appropriate A/B and Multi-variant tests.
- Translated customer requirements into product requirements and developed hypotheses.

BETSSON GROUP

Jan '16 – Oct '17

Head of Customer Experience – Oranje & Kroon Casino

- Recruited, developed and managed a team of UX Designers/Researchers, Designers & Content Writers.
 - Planned workflow, assessed priorities, allocated timescales and distributed work per level of expertise required.
 - Rewarded for performance being chosen as 1 of 14 employees selected out of 1600+ to participate in the annual High Potential Program (HiPo) that prepares participants for Director and C-Level Roles.
 - Managed financial processes including the UX/Design budget.
 - Implemented the UX Strategy and Vision through the development of the brand visual identity including design and content.
 - Chaired regular meetings/workshops to maintain an understanding of the strategic contribution of Qualitative/Quantitative Research as well as Optimization Planning.
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BETSSON GROUP
Jan '17 – May '17

Interim Product Owner – Oranje & Kroon Casino

- Carried out the role at the same time as the Head of Customer Experience position and successfully managed two different teams.
- Selected as Product Owner to lead the tech team management, backlog grooming, Agile Scrum Management as well as product planning.
- Analysed current team performance, mapped trends and developed/implemented action plans to improve performance.
- Developed and improved products alongside the tech team as well as other Product Owners.
- Took technical ownership of the products vision and regularly challenged standards.
- Utilised market and internal best practice around Agile Scrum delivery.

BETSSON GROUP
Apr '15 – Dec '15

Senior UX Specialist – Oranje & Kroon Casino

- Mapped/optimised user journeys and successfully improved the growth and customer satisfaction across the Oranje & Kroon brands.
- Developed the UX vision of the brands and managed user research objectives and A/B testing across customer touch points.
- Defined UX guidelines as well as Developer Handoff processes.
- Led user research and testing, developed hypothesis and designed CRO A/B tests.

BETSSON GROUP
Aug '14 – Apr '15

UX Specialist – Oranje & Kroon Casino

- Worked on the Oranje and Kroon Casino brands and developed a consistent experience across the casino, live casino and sportsbook products on web and mobile platforms.
- Key part of the Kroon Casino relaunch across mobile and web platforms as well as the overhaul of the Oranje Casino product.
- Managed design material for Kroon & Oranje Casino including marketing/promotional material, email campaigns as well as brand identity.
- Improved user experience of the brand through rapid prototyping, testing, information architecture, user journey mapping and UX & UI Design.

GFI SOFTWARE
May '13 – Aug '14

UX/UI Designer

- Managed user experience across flagship products through rapid prototyping, wireframing, UX & UI design, user research, testing and frontend development.

EDUCATION

NN/G USER EXPERIENCE CERTIFICATION
Netherlands
2016

BA WEB DEV & BUSINESS MGMT
Middlesex University, London
2010 – 2013

DIP & ADVDIP IN COMPUTER STUDIES
STC Institute, Malta
2007 – 2009

EXPERTISE

CUSTOMER EXPERIENCE

PRODUCT OWNERSHIP

COMMERCIAL MANAGEMENT

CONTINUOUS IMPROVEMENT

C-LEVEL ENGAGEMENT

USER EXPERIENCE

SKILLS

USER EXPERIENCE



ADOBE SUITE



MICROSOFT OFFICE



MANAGEMENT

