

Kale B. Atterberry

kaleatterberrydesigns@gmail.com 405 . 255 . 0363

kaleatterberrydesigns.com Password: lettuce



I am a design leader with 10+ years of experience in project/product management and design—including multiple years leading the highest-performing design team at Paycom. I love curating personalized and targeted end-to-end experiences for some of the biggest brands in Tech, AI, Health, CRM, and Payroll. Whether it's reimagining mobile experiences, crafting LLM AI assistants, or mentoring a group of passionate team members, I wield my positive attitude and passion for making my coworkers, company and product the best they can be. I excel in multi-faceted fast-paced environments, driving measurable results, long term strategy, and designing large-scale experiences.

Experience

TEAM LEAD OF PRODUCT DESIGN | PAYCOM PAYROLL

September 2024 - February 2026

- Led a talented team to develop a brand new CRM Territory Management Tool, Retention Dashboard and 80+ other high-level projects.
- Designed and product-managed a complete reimagining of the Reporting Module, modernizing Paycom's 3rd highest revenue producing product.
- Supported the Redesign initiative in creating new components, patterns and design system for the new Paycom identity launching this year.
- Created a new system for design operations for Project Management and spear-headed the Design-Performance-Standard (DPS) initiative.

SENIOR PRODUCT DESIGNER | PAYCOM PAYROLL

January 2024 - September 2024

- Designed the first ever LLM AI generative chatbot named "CRM Assistant"
- Led the International initiative for all mobile languages and experiences.
- Created a new internal organization with all senior designers, where we developed a new documentation system still used today.

LEVEL II PRODUCT DESIGNER | PAYCOM PAYROLL

July 2023 - January 2024

- Created the mobile experience for the Performance Module in the Manager App.
- Redesigned CRM to be the first fully-customizable dashboard in Paycom.
- Ran UX research projects for Reporting, Mobile and Onboarding modules.

ART DIRECTOR | ACKERMAN MCQUEEN ADVERTISING

January 2015 - July 2023

- Led the Brand strategy for Integris Health through COVID.
- Became the UI/UX head for the company, designing websites for AM for 3+ years.
- Designed for the Chickasaw Nation, OGE, ThinkUP, NRA and many more.

TRAFFIC ASSISTANT | ACKERMAN MCQUEEN ADVERTISING

January 2012 - January 2015

- Helped deliver and coordinate deliveries to clients, as well as aid Executives in any way needed.

Knowledge

SKILLS

Visual Design Excellence
Design Systems Development
Cross-Functional Collaboration
AI-Driven User Experience
End-To-End User-Centric Design
Agile and Waterfall Workflows
Data-Driven Design Strategy
UX Research and A/B Testing
Design Operations
Advanced HTML and CSS
Mentorship/Leadership
Empathy
Honesty
Positivity

EDUCATION

University of Central Oklahoma

Bachelor of Fine Arts - Graphic Design

Northern Oklahoma College

Associates in Computer Science and Information

REFERENCES

Lana Nguyen | Managed by Me | Paycom
(+1) 918 . 813 . 9923

Ben McAuley | Product Partner | Paycom
(+1) 813 . 597 . 4659

Lori Nguyen | Prev. Team Lead | Paycom
(+1) 405 . 623 . 8680

Bogdan "Dan" Banica | Designer | Paycom
(+1) 425 . 591 . 2363

Kenna Jackson | Director | Paycom
(+1) 405 . 615 . 3606

Brent Whitsett | Creative Director | AM
(+1) 405 . 416 . 0559