

Your Agile Research Platform for Rapid Consumer Feedback

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FEEDBACK LOOP

Feedback Loop is the agile research platform for rapid consumer feedback. Farmers Insurance, Humana, Lending Tree, Uber and Fortune 500 companies trust Feedback Loop to bring the voice of the consumer into critical market decisions.

My role was to create the full extent of their visual brand including product UI design, design systems, branding, logo, presentation decks, case study layout and website design.

"Finding a designer who balances an excellent aesthetic sense with the professional know-how required for a successful corporate rebrand can be a little like looking for a unicorn. That's why I feel incredibly lucky to have found Kyle, who was able to immediately lock into the vision of Feedback Loop's brand steering committee. He designed, built and delivered a beautiful, highly functional brand system that has the entire company energized for our next chapter. Kyle is a top-tier professional who holds himself and his work to the highest standards, while also being an absolute delight to work with."

– Kate Hutchinson, Marketing Director at Feedback Loop

Step Number One

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Step Number Two

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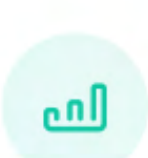
Step Number Three

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[Learn More](#)

Headline talking to speed, ease of use and reliability

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Title talking to speed

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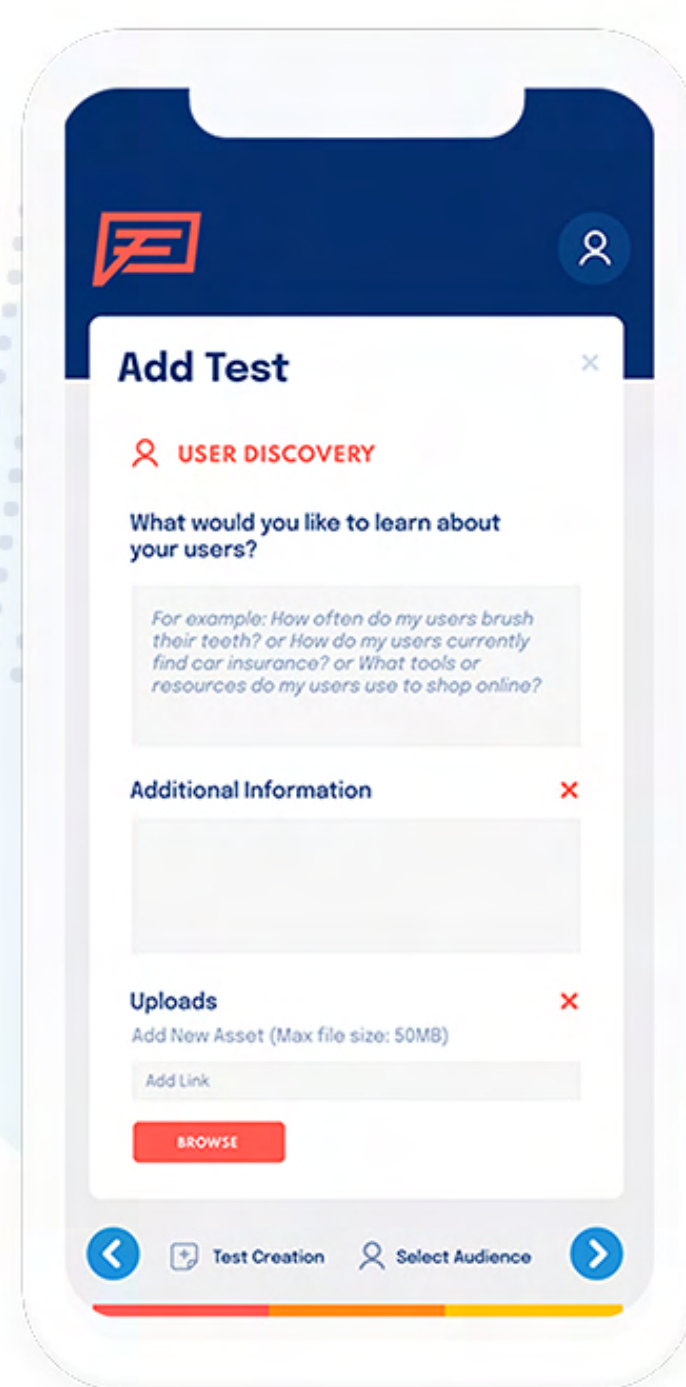
Title talking to ease of use

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Title talking to reliability

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Additional headline copy may be positioned here

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Demo Headline Here

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Case Studies

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Cambia
Category



Northwestern Mutual
Category



Ad Council
Category

Join over 700 satisfied customers and counting.

723

Happy clients

82%

Repeat purchase rate

5x

Higher conversion rate

\$2B

In sales driven to date

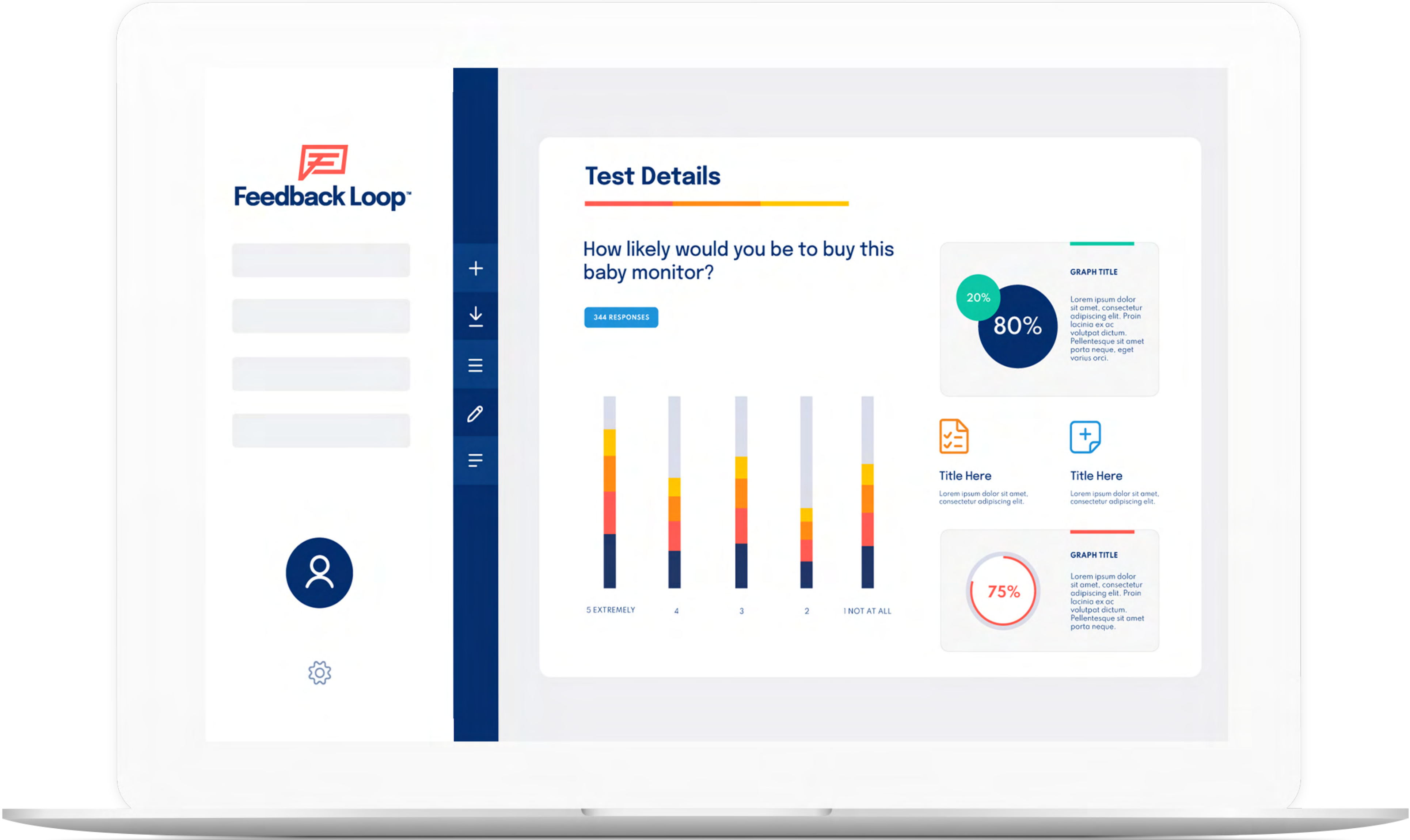
Testimonials

Michael Scott
CEO, Company Here

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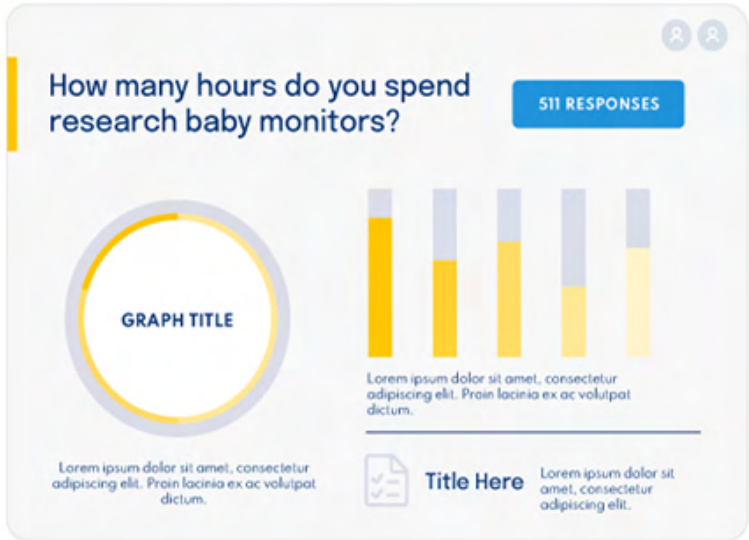
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My Insights



Page Title Here

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Relied on by project managers, trusted by researchers, and beloved by employees everywhere.



Title Placed Here

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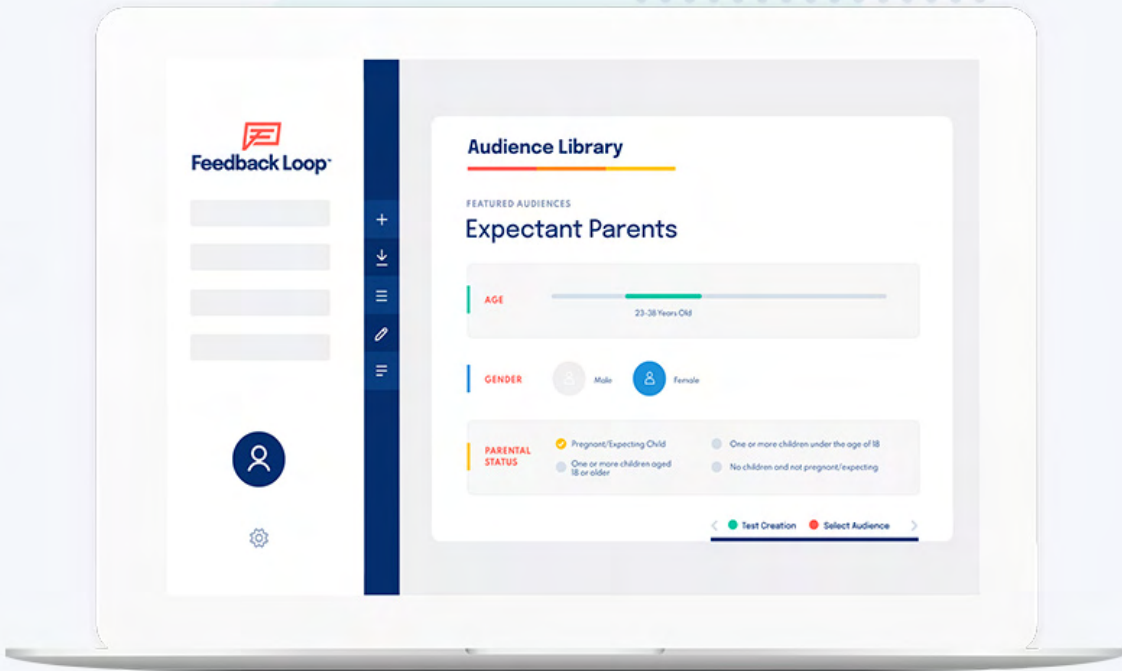
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Opt 1 **Opt 2** Opt 3 Opt 4

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Get a Demo



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- Research
- Opportunity Analysis
- Consulting
- Brand Planning



Ready to get started?
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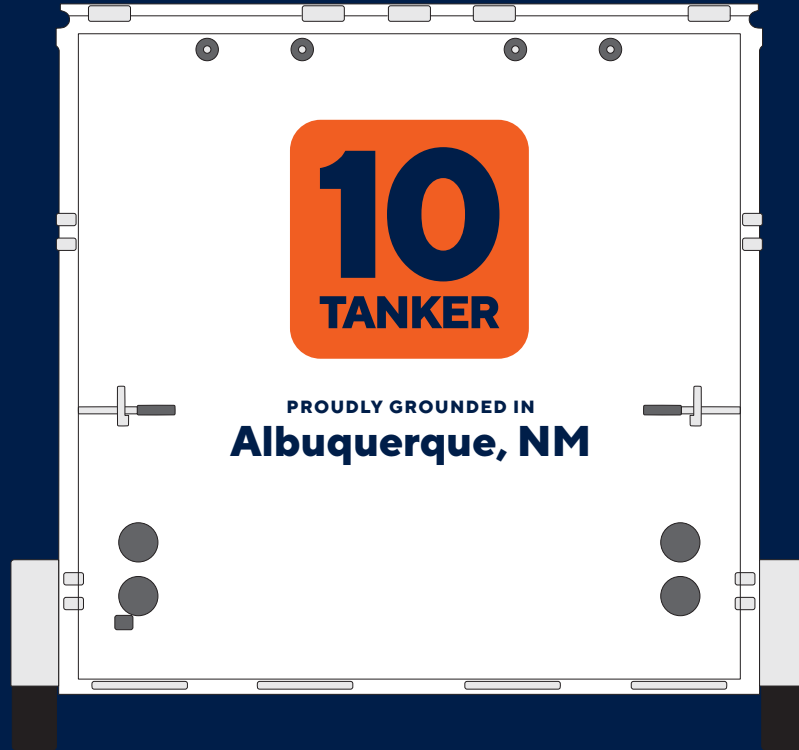
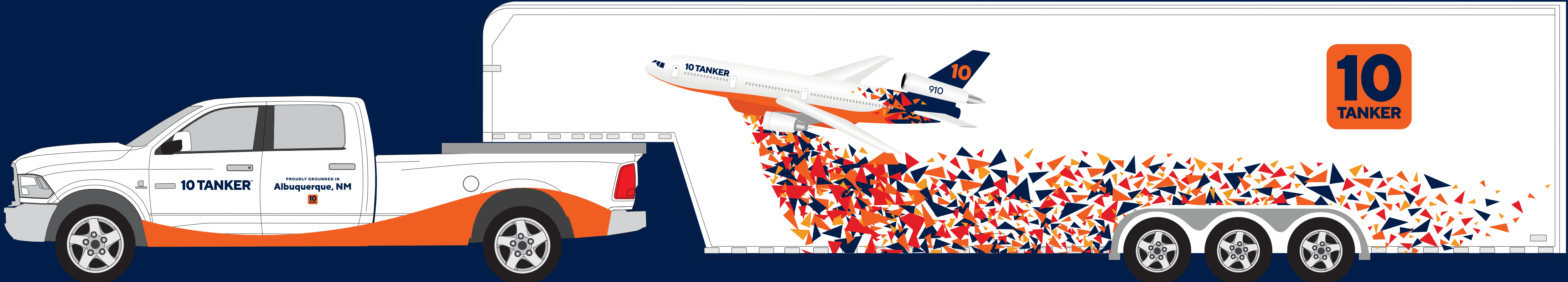
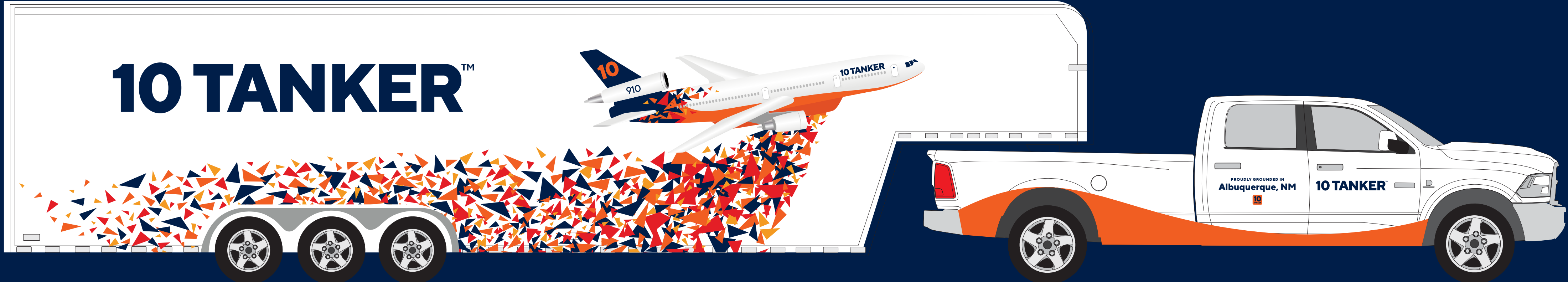
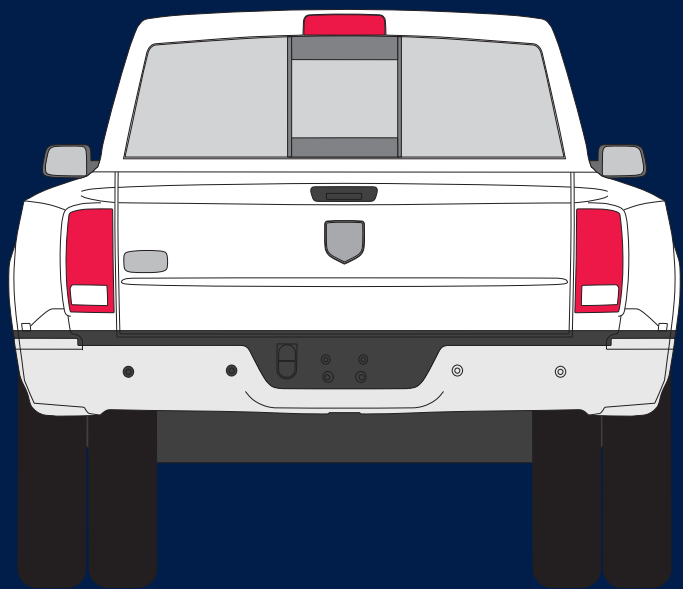
Request a Demo

10TANKER

10 Tanker is an aerial firefighting organization responding to countless wildfires on a global scale. I was commissioned to craft fresh, vibrant design solutions to their identity systems as their previous system of design was antiquated and uninspiring.



Aerial
firefighting
reimagined



INFRESH

It was my duty to create brand solutions for inFresh, an investment network seeking to positively impact the financial outcome of its customer base. Using simple shapes, I developed a mark aligning with the forward-thinking, vibrant and professional approach to their business and brand.





Jamie Harpst
Financial Advisor

Tel: 234 567 7493
info@infreshfinancial.com
www.infreshfinancial.com

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info@contactcompa.com
www.companyname.com



*in***FRESH**

USA BASS

USA Bass inquired with a need to refresh their primary logo identity. They were looking for a brandable mark which will be presented to the Olympic committee as they seek to be recognized as an official Olympic sport. Creating an identity to work across the red, white and blue color palette was essential for maximum versatility. I chose to incorporate the American flag as it sweeps across the fish down to its tail, while staying recognizable as a largemouth bass.





BIG vs ACC
DEC. 26, 2017



#85
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85

23
SLAY/CB
23

DETROIT LIONS

2017 SCHEDULE

 9/10 1PM	 9/18 8:30PM ROAD	 9/24 1PM	 10/1 1PM ROAD
 10/8 1PM	 10/15 8:30PM	 10/22 8:30PM	 10/29 8:30PM
 11/12 1PM	 11/19 1PM ROAD	 11/23 12:30PM	 12/3 1PM ROAD
 12/10 1PM ROAD	 12/16 4:30PM	 12/24 1PM ROAD	 12/31 1PM

DETROIT LIONS

I had the opportunity to develop branding presentations and collateral for the Detroit Lions. With a honed style guide, and athlete pictures from Nike, the design was pieced together in order to highlight star players and evoke purchases from loyal fans.







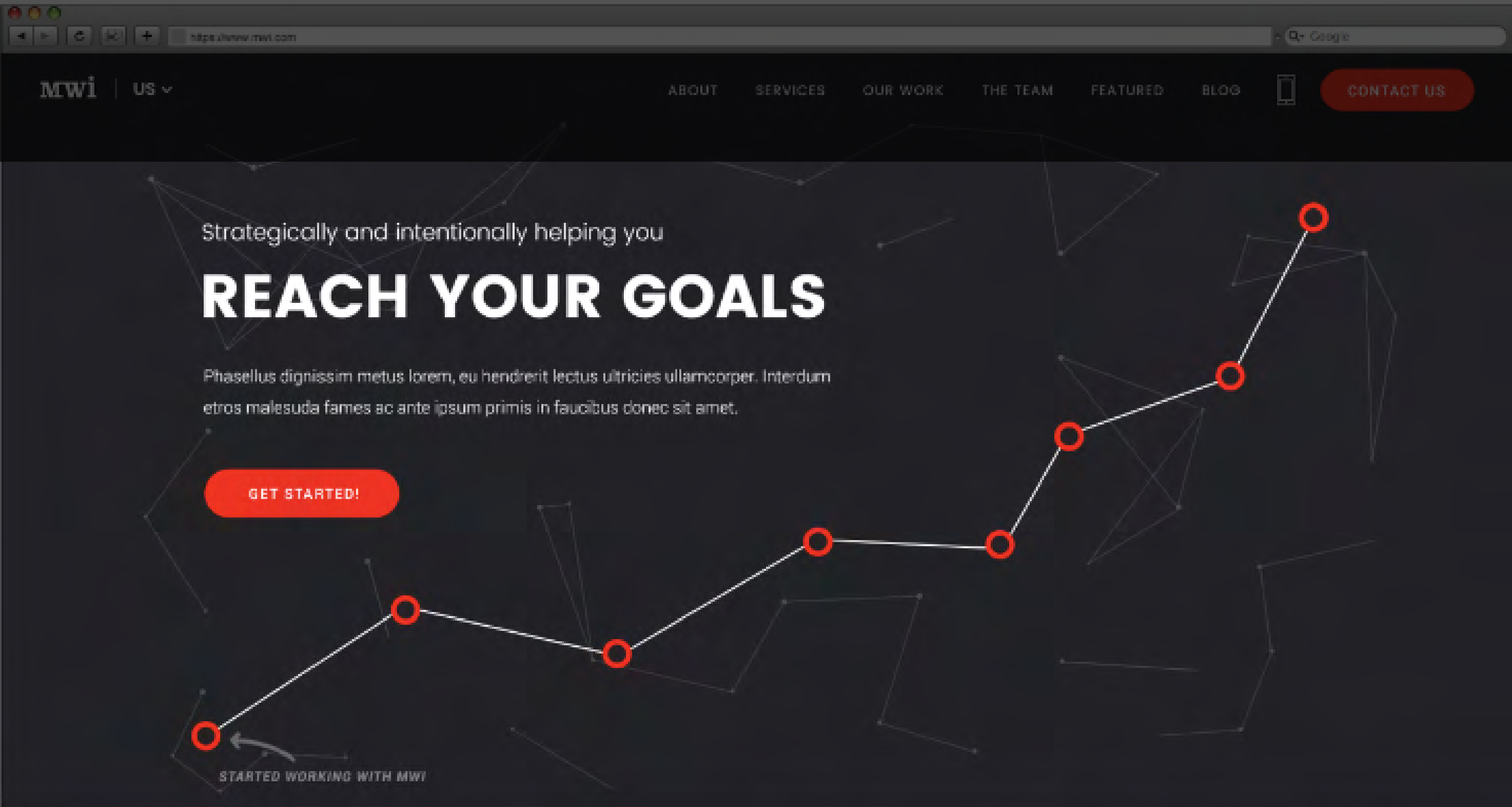
DETROIT LIONS

2017 SCHEDULE

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 11/12 1PM	 11/19 1PM ROAD	 11/23 12:30PM	 12/3 1PM ROAD
 12/10 1PM ROAD	 12/16 4:30PM	 12/24 1PM ROAD	 12/31 1PM

MWI GLOBAL

MWI is a digital marketing firm with offices in the U.S., Hong Kong, Singapore, and China. I was commissioned to create the full scope of their web presence in order to more effectively represent their thriving company and increase conversion rates to attract qualified international clients.



As seen on

PST@MPANY Forbes VB BUSINESS INSIDER Entrepreneur TIME Mashable TechCrunch FORTUNE TRW

How we can help

Custom digital marketing solutions catered to you

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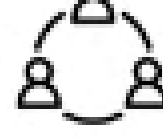
Search Engine Optimization

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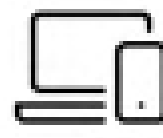
Content Marketing

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Social Media Marketing

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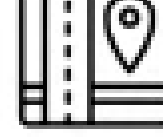
Design & Development

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Conversion Rate Optimization

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Paid Advertising

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Our clients

Top-notch brands who trust MWI

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Orangetheory



LG

SHIP STICKS

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— JAMES DOE, DOODLE INC.

Reach out today

Don't be shy, we want to hear from you!

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YOUR FIRST NAME

MESSAGE

YOUR BEST EMAIL

All the fields are required

GET MY FREE CONSULT

MWI

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Made with love for stellar people

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- JOHN DOE, GOOGLE INC.

A growing team with a mentality of excellence

MEET THE TEAM

SONY



Custom digital marketing solutions
FOR YOU AND YOUR COMPANY

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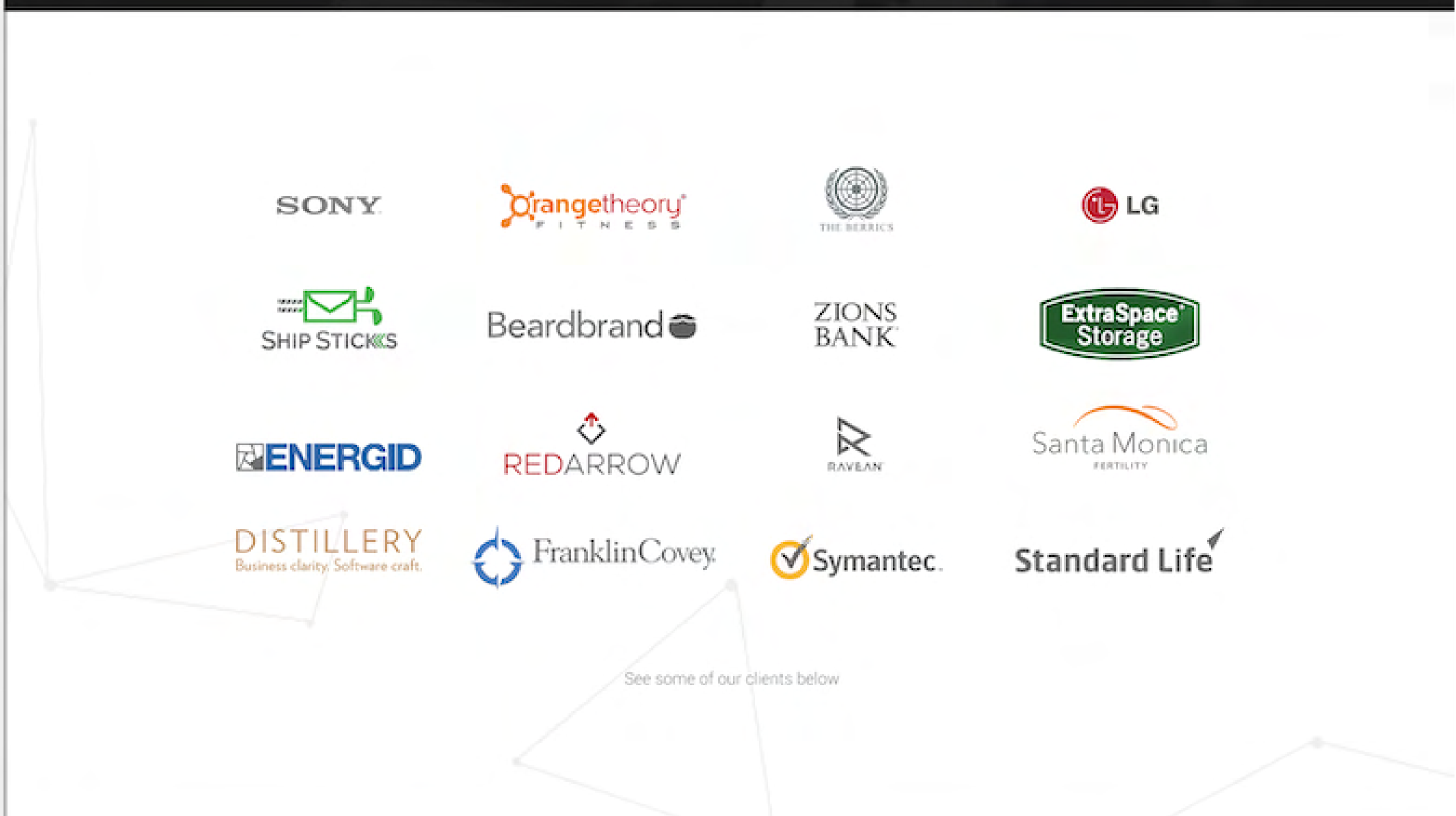
NAVIGATION

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Marka with lower five stellar ratings



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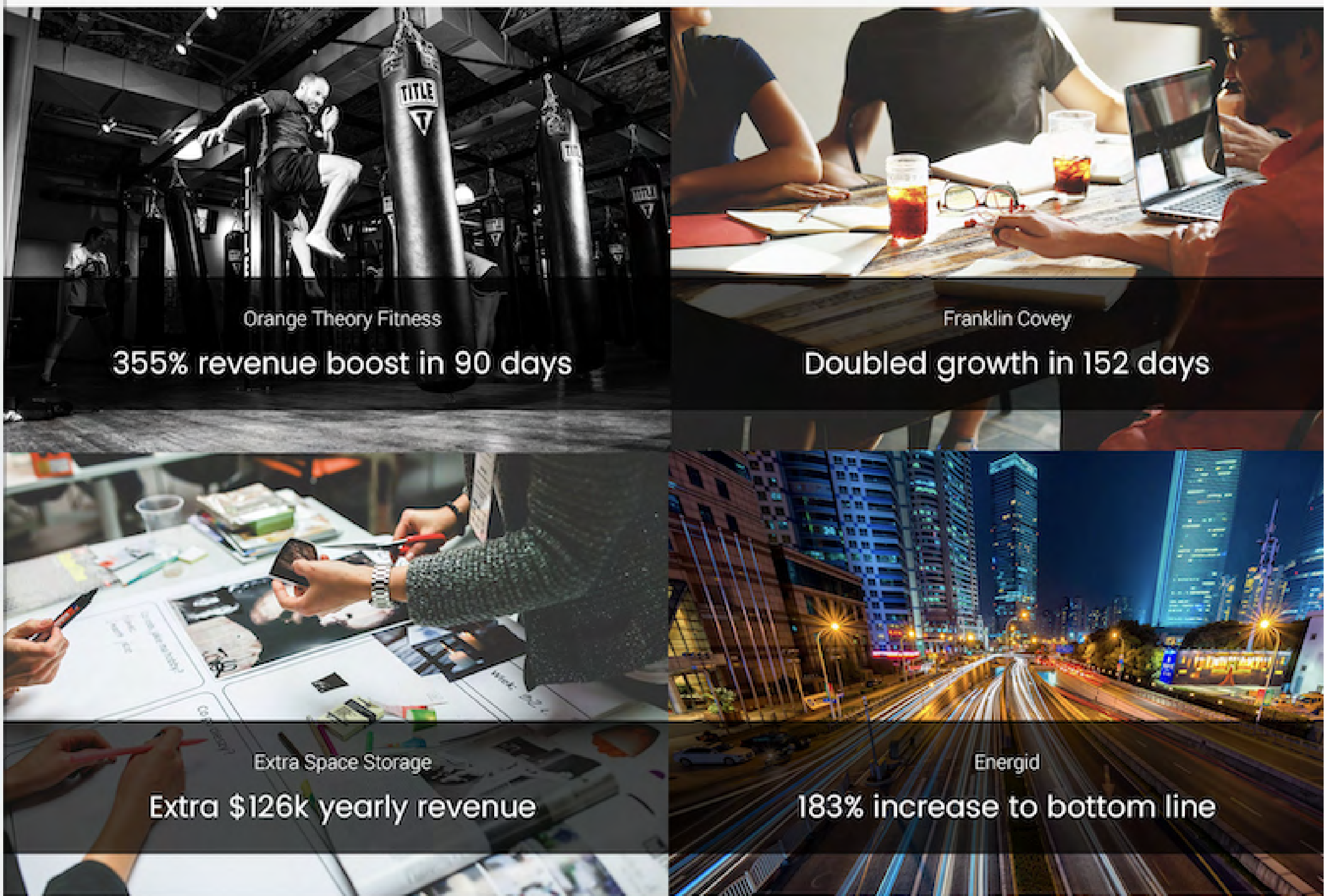
— JOHN DOE, GOOGLE INC.

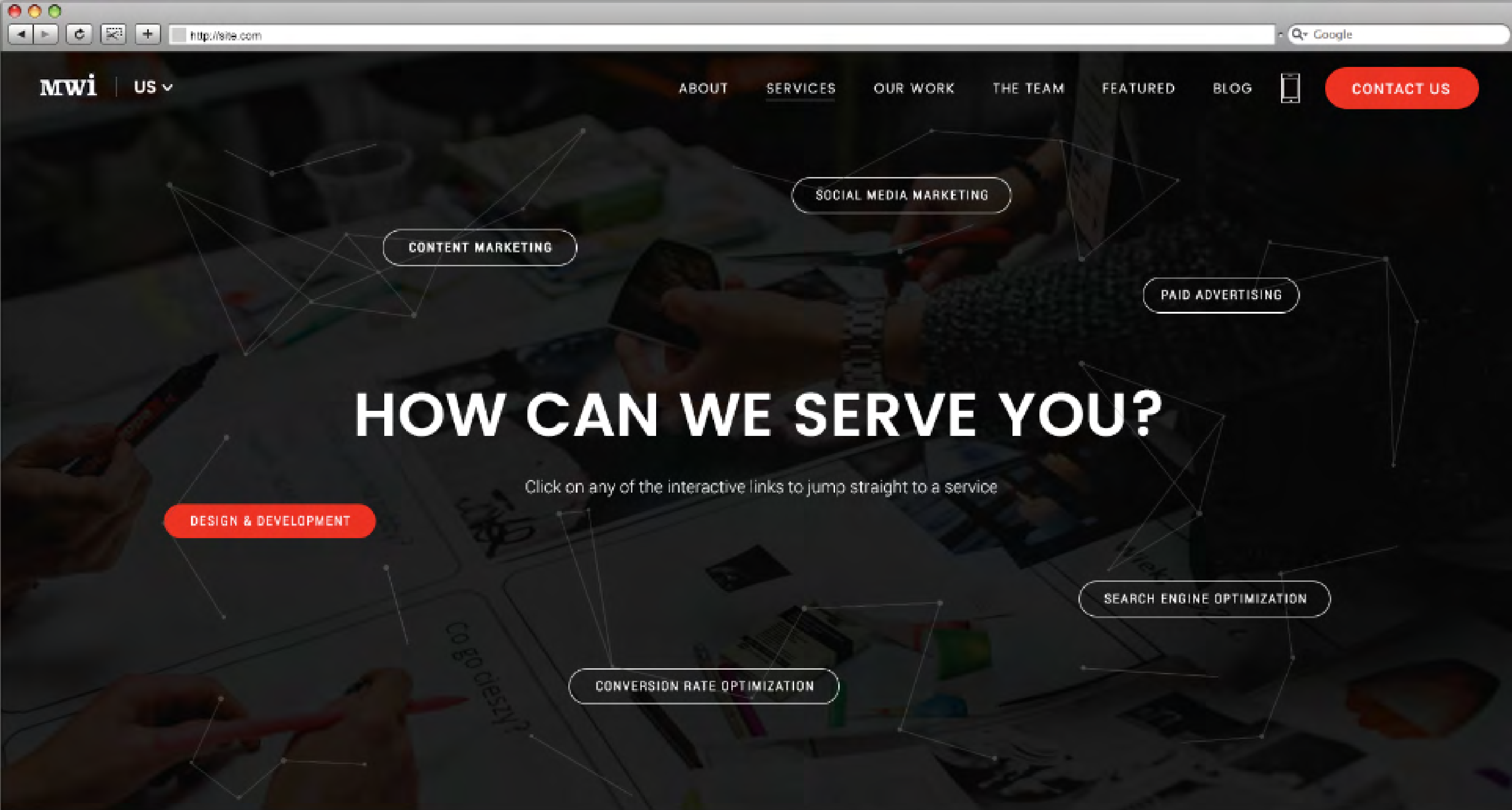
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— JOHN DOE, GOOGLE INC.

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— JOHN DOE, GOOGLE INC.





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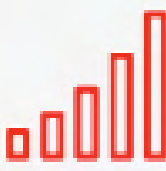
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— JOHN DOE, GOOGLE INC.

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YOUR FIRST NAME

YOUR MESSAGE

YOUR BEST EMAIL

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YOUR FIRST NAME

YOUR BEST EMAIL

POTENTIAL FIELD

POTENTIAL FIELD

MESSAGE

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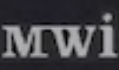
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Online Chat

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