



CONTACT

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 TyWilliamsDesign@gmail

STRENGTHS

*UX RESEARCH:

Survey Design & Data Synthesis
Contextual Inquiry
User & Stakeholder Interviews
Participatory Design
Affinity Diagramming
Empathy & Journey Mapping
Persona & Scenario Development
Card Sorting

*UX DESIGN & STRATEGY:

Strategic Ideation & Exploration
User Flows
Interaction Design
Competitive & Comparative Analysis
Content Strategy
Information Architecture
Sketching & Wireframing
Copywriting
Rapid Prototyping
Usability Testing

TOOLS

Sketch3
InVision
Principle
Keynote
Working knowledge of HTML & CSS

EDUCATION

GENERAL ASSEMBLY:

*UX/UI Design Certification 2017

Coursework and Applied Projects:
UX Research, UX/UI Design,
Interaction Design, Mobile Design,
Web Design, Data Synthesis &
Analysis, Personas, Scenarios, User
Flows, Journey Mapping, Rapid
Ideation, Storyboarding, Sketching,
Wireframing, Rapid Prototyping,
Usability Testing, Content Strategy,
UX Copywriting, Information
Architecture, Business Analytics,
and Stakeholder Collaboration.

SFSU: COLLEGE OF LIBERAL & CREATIVE ARTS:

*B.A. Communications 2014

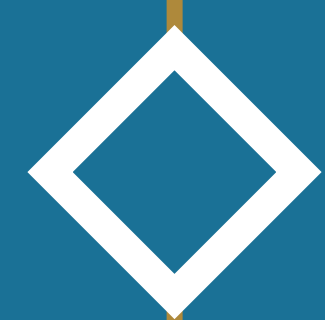
GPA: 3.72
Graduated with honors; Dean's List
every semester

CABRILLO: COLLEGE OF LIBERAL ARTS

*A.A. Communications 2012

GPA: 3.74
Skills Certificate: Interpersonal
Communications

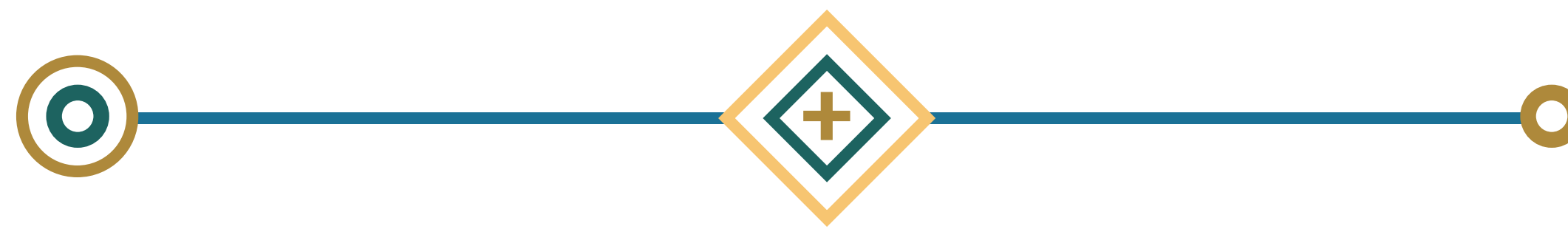
TW



Tyler Williams

Product Design & UX Research Consultant
Communications Strategist

Strategic problem solver with a background in Product Design & Business Development Management. Creatively sculpting thoughtful design decisions, firmly rooted in empathetic research and analysis, to deliver holistic solutions that are fun & innately intuitive, refining balance between diverse user needs & targeted business goals.



Experience

UX Research & Design Consultant [contract]

Mach49 | Sunnyvale, CA | 2017

Collaborating with cross functional teams for a renowned global 1000 company client, conducting qualitative research, defining customer personas & refining constituents, creating storyboards & defining use cases, contextual analysis, affinity mapping, system mapping, design studio, rapid ideation & prototyping, utilizing feature prioritization & optimization matrices, defining scope & MVPs, iterating & refining designs based on feedback, and presenting final proposals to key stakeholders.

Product Designer

VapeXhale | San Francisco, CA | 2015-2017

Product Development Team: Conducted primary and secondary research (qualitative & quantitative), collaborating with cross functional teams, user centered interaction design, sketching & wireframing, paper prototyping, rapid prototyping (low to high fidelity), UX copywriting, usability & A/B testing, project management, and pitching new product & project proposals to the CEO + CTO + COO.

Business Development Manager & Marketing Communications Strategist

VapeXhale | San Francisco, CA | 2015-2017

Responsible for building & maintaining a robust & active sales pipeline of accounts & clients, channel management, account & territory management (domestic and international), fostering & sustaining strong strategic partnerships & relationships, strategic collaborations & campaigns, structuring & delivering detailed proposals, pitching investors, vertical integration & scaling via direct sales, living & dyeing by quota, and tirelessly sharpening & utilizing a versatile communications skill-set to convert results and exceed expectations.

*Ancillary functions: Marketing Specialist, copywriting, branding strategy, advertising, event & trade show coordination & implementation, and graphic design.

Projects

UX/UI Consultant | Design Lead [contract]

Hire Notes | Responsive Website | Design Sprint | 2017

Contracted to lead a team of UX/UI Designers, conducting extensive research (qualitative & quantitative), surveys, user & stakeholder interviews, card sorting, heuristic evaluation, data synthesis & analysis, ideation, prototyping & interaction design (Sketch3, InVision, Balsamic), remote & in-person usability testing, and implementation. Successfully delivered a major branding pivot for our client with recalculated value propositions, reconstructed user flows, and dynamic interactive dashboard redesign.

UX Researcher & Designer

Mobile Application | 2017

Designed a conceptual mobile application for the San Francisco Arts Commision. Collaborated with a UX team of multidisciplinary colleagues to explore solutions through empathetic research, establish personas to represent the broad ranging archetypes of primary users, develop high-fidelity deliverables, and an interactive prototype to facilitate testing, implementing material design fundamentals.

UX Designer

Responsive E-commerce Site | 2017

Constructed a website for Wolf & Lion Pet Supplies, San Francisco pet supply retailer, in a concept project. Utilized user research, stakeholder interviews, and iterative design techniques to create an interactive prototype that met the needs of primary users and the business's core goals.