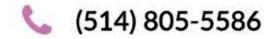
## Tyler White

# Product Designer & Motion Designer with a background in front-end development

Expertise in UX/UI design, user research, and design system implementation. Proven track record of successfully guiding products from beta to launch, optimizing user experience through user feedback. Strong leadership abilities in directing design teams and driving design strategy. Adept at implementing best practices and delivering high-quality design work.

### Montreal, QC







#### **Work Experience**

#### UI/UX Designer | GlobalVision, Montreal QC

May 2020 - Present

- Worked on Verify, GlobalVision's automated proofreading product for the pharma, medical, CPG, and Advertising Agency space.
- Implemented design best practices for user research, design system collaboration, and usability testing.
- Guided the product from beta to launch, optimizing it based on user feedback.

#### Director of UI/UX | Stradigi Al Inc., Montreal QC

March 2016 - May 2022

- Directed user experience for Kepler, an Al product automating data scientists' workflow.
- Raised \$53 million CAD in Series A funding to expand into the North American market.
- Led a small team in implementing design best practices, including design systems, user research, usability testing, wireframing, and prototyping.
- Guided design strategy for all AI-related projects, incorporating a user-centered approach.
- Oversaw art direction for the company platform and digital products, facilitating collaboration between departments.

#### Content Marketing Manager, Web Design | JoMedia Inc., Montreal QC

November 2014 - March 2016

- Led design of physical and digital products for Everyday Happy, focusing on user-centered design.
- Increased conversion rates of product landing pages and checkout flows by 20%.
- Managed Facebook marketing campaigns to drive user acquisition and created engaging content for new product launches.

#### Lead Web Designer and Web Integrator | Beezid.com, Montreal QC

September 2010 - November 2014

- Led the design of the E-commerce product, collaborating with the development team.
- Implemented HTML/CSS and ensured timely delivery of high-quality design work.
- Increased user base from 1.5 million to 3 million users.
- Developed strategies to increase conversion rates and optimized usability of businesscritical pages.
- Redesigned the company website and improved brand presence through social media and email marketing campaigns.

#### Skills

UX/UI Design

**User Research** 

Design Systems

Usability Testing

Wire-framing

Prototyping

Leadership

Design Strategy

Art Direction

HTML/CSS

Conversion Rate Optimization Social Media Marketing

**Email Marketing** 

#### Education

#### Memorisely, Canada | 2022

Memorisely UX Research Bootcamp, UX Research

#### Herzing College, Canada | 2011

Graphic Design for the Web, Web
Design

Collège Inter-Dec, Montreal, Canada | 2006 – 2007

College Diploma, 2D & 3D Animation

#### References

Available upon request