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
- (514) 805-5586
- tyler.philipp.white@gmail.com
- www.mrtylerwhite.com

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 AI Inc., Montreal QC
March 2016 — May 2022

- Directed user experience for Kepler, an AI 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 business-critical 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