

Tyler White

Sr. Product Designer, creating innovative and data-driven products.

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.

Work Experience

Senior Product Designer | Notch Finanical , Toronto Ont (Remote)

March 2024 – Present

- Lead the design of an Accounts Receivable & Accounts Payable SaaS platform, from wireframes to high-fidelity mockups, ensuring a consistent user experience across products.
- Drive branding initiatives and oversee the company website and application, collaborating closely with the marketing team.
- Conduct user research and usability testing, using Amplitude for data-driven design decisions, and contribute to writing PRDs and shaping the product roadmap.
- Successfully launched the "Customer Portals" feature, achieving a 27% conversion rate and enhancing user engagement.

Founding Product Designer | GlobalVision, Montreal QC

May 2020 – March 2024

Worked on Verify, GlobalVision's automated proofreading product for the pharma, medical, CPG, and Advertising Agency space. Achieved \$1 million ARR within the first year of launch.

- Implemented design best practices for design system management and development collaboration
- Created user flows, journey mapping, and prototyping (Figma)
- Guided the product design from beta to launch
- Managed the user research process and actively conducted ongoing usability sessions with clients

Lead UI/UX Designer | Stradigi AI Inc., Montreal QC

March 2016 – May 2022

- Directed user experience for Kepler, an AI product automating data scientists' workflow.
- Led a small team in implementing design best practices, including design systems, user research, usability testing, wire-framing, and prototyping.
- Guided design strategy for all AI-related projects, incorporating a user-centered approach.
- Ran design sprint sessions to narrow down on the feature set for the MVP of the product

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

November 2014 – March 2016

- Designed all of our physical and digital products for Everyday Happy
- UX as well as front-end development of the e-commerce shop
- 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.
- Front-End Development (HTML,CSS,Javascript & CAKEPHP) and ensured timely delivery of high-quality design work.
- Increased user base from 1.5 million to 3 million users.
- Developed and implemented 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.

📍 Montreal, QC

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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