

Tyler Fraser

UX Designer

For over a decade, I was a director at a web development agency, leading my team toward efficiency, effectiveness, and creative excellence.


Now, I'm transitioning back to my roots in UX design with a renewed focus on my passion for creating intuitive, effective, and beautiful interfaces. With over 14 years of experience in UX design, web development, and leadership, I have led the design of 200+ custom websites, implemented UX practices like usability testing and behavior analytics, and championed tools like Figma to optimize workflows and deliver user-centered digital products.



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US Citizen / Canadian Permanent Resident
Open to relocation

ACCOMPLISHMENTS & SKILLS

— ACCOMPLISHMENTS:

- Created and defined UX offerings, such as quant/qual testing and behavior analytics, in an effort to bring the agency's efforts in the UX realm to the forefront - handling everything from process definition to client presentation and guidelines. The result was a nearly 75% adoption rate of these products, which carried further into monthly maintenance revenue streams.
- Led transition to Figma as the agency's predominant design tool, where the agency primarily utilized Photoshop and static mockups prior to. This resulted in a drastic improvement in the efficiency and quality of the product, with a time investment (expense) reduction of over 30%, and an increased value of over 25% due to what we could achieve with prototyping and responsive design within Figma.
- Oversaw the creation of a reusable design system for all projects, in an effort for our internal team to speak the same language, and be as effective and efficient as possible. This ultimately reduced the investment time in our builds by 25%.
- Oversaw and/or participated in 200+ custom websites from concept to completion, ranging in size from \$10,000 to \$100,000+, as the designer/developer, project manager or design director role.

— SKILLS:

- UX Design
- UI Design
- Art Direction
- Usability Testing
- User Journeys
- Information Architecture (IA)
- Figma
- Adobe Suite (Photoshop, Illustration, InDesign)
- HTML/CSS
- Team/Project Management

PROFESSIONAL EXPERIENCE

Freelance Web & UX Design

April 2024 to Current

Working closely with small to medium-sized businesses to create user-centered experiences through research-driven design, wireframing, prototyping, and usability testing.

- Construct impactful, intuitive interfaces for both custom software and web alike.
- Conduct user research, usability testing, and data analysis to inform design decisions and improve user experiences.
- Develop wireframes, interactive prototypes, and high-fidelity designs using Figma.
- Collaborate with in-house developers, product managers, and stakeholders to interpret goals, understand scope, and build solutions that align with these efforts.

UX/UI for Gaming

October 2024

ELVTR - Ivy Sang, Director UX/UI, Diablo IV, Blizzard

Focused on the process of creating player profiles, user stories, paper prototypes, flow charts, wireframes and UI mockups, as well as usability tests and how they directly apply to games.

Completed at top of class, letter of recommendation available upon request

Perfect Afternoon

Nov 2010 to Apr 2024

perfectafternoon.com

— Chief Operating Officer (Jan 2022 to Apr 2024)

Worked diligently to ensure each department within the company was supported with what they needed to be successful and focused on overall strategic vision and growth for the company.

ROLE/ACCOMPLISHMENTS:

- Worked closely with our team of UX designers to ensure the quality of our product was meeting company criteria and expectations.
- Embraced a design-led approach for our agency during our rebrand, focusing on the power of brand, presence, and experience to lead the way.
- Defined improved process to accelerate design-to-development by creating system for reusable components, scope of work template updates to provide additional clarity to development, and redefining base design framework to allow more creativity by UX designers without adding more work to development.
- Further constructed growth plans for each team member by building out a talent tree of skills per department/focus area, with the goal of empowering team members to see what they have yet to learn and where that would take them in terms of reward and benefits

- Optimized and expanded UX offerings, changing focus to value-based selling (resulting in 25%+ margin increases on all work), without increasing workload.
- Successfully researched, vetted, and engaged with new external development partnerships - including crafting all new processes, communication standards, and scope of work templates.
- Improved operational processes, including consolidation into a new systems-based methodology that centralizes processes and the steps to create/maintain them, in an effort to reduce redundancy and inconsistency amongst teams.

— Design Director (Apr 2014 to Jan 2022)

Responsible for the visual and functional quality of over 75 custom web development projects from concept to completion, as well as implementing data-driven UX strategies, process improvements, and UX product evolution.

ROLE / ACCOMPLISHMENTS:

- Outlined an appropriate design approach and strategy that our team could follow when preparing designs in order to meet quality and scope expectations, both for internal agency stakeholders as well as the clients themselves.
- Brought user perspective and experience to the forefront, introducing UX product offerings and factoring in industry-standard practices and user needs when making design-based decisions. This included crafting package offerings for clients for curated user testing (Userbrain), screen recording user analytics (Hotjar, CrazyEgg, Clarity), and overall UX analysis.
- Led the growth of the UX Design team, both as a unit and individually, acting as a mentor to help them evolve professionally and enrich the agency's offerings.
- Provided professional, operational, and creative direction to our team of UX designers on all web-related projects for the highest quality within budget.
- Facilitated all design presentations to clients in person, showcasing reasoning behind design decisions, selling concepts on their value, and addressing client questions or feedback.
- Spearheaded overall layout and presentation of user journeys and wireframes, as well as IA diagrams to solidify a proper user-centered approach to each project.
- Guided shift from Photoshop as a core layout tool to Figma, increasing quality and reducing the time needed to create design-to-code concepts.
- Collaborated with both UX Design and Development teams on defining core brand standards, reusable components, and a streamlined handoff process from design to development.

— Project Manager (Dec 2011 to Apr 2014)

Led 100+ website and marketing projects to completion, facilitating daily client communication and actively working with the UX design and development team to relay and guide the end product.

ROLE / ACCOMPLISHMENTS:

- Ensured project structure and organization were efficient in allowing projects to succeed, both in the client's and the agency's eyes.
- Managed weekly/monthly internal scheduling for a team of 10, ensuring team members with the scope and, therefore, the business strategy behind the scope itself for empowerment.
- Helped empower the client to embrace a design-led approach that our team was proposing.
- Defined project processes to standardize projects and ensure quality assurance needs were met

— Front-End Engineer (Nov 2010 to Dec 2011)

Designed, developed and maintained over 25 websites, as well as created visual assets for marketing campaigns - including banners, pay-per-click advertisements, and art direction.

ROLE/ACCOMPLISHMENTS:

- Worked within HTML5, CSS, and PHP base code framework crafted for the agency's usage for consistency and maintenance improvement.
- Designed pay-per-click advertisements per best practice and specification standards at the time.
- Handled print-related marketing material output for the company and for clients.

EDUCATION

Bachelor of Fine Arts (BFA)

Central Michigan University

2005 to 2010

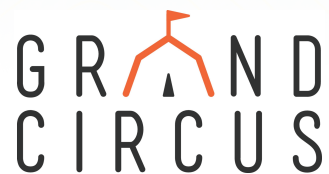
Specialized in Graphic Design, targeting both traditional (print and installation) and digital mediums. Included heavy focus on web design and development, and real-world applications.

INDUSTRY APPEARANCES



Digital Summit Detroit
digitalsummit.com

Member of UX Panel



Grand Circus Detroit
grandcircus.co

Industry/Agency
Presentation (5x)