



Tyler Fraser

UI/UX & Web Designer | Design Director | Agency Leadership

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Location: Grimsby, Ontario, Canada (*Canadian PR / US Citizen*)

SUMMARY

UI/UX and Web Designer with 16+ years of experience across 200+ custom websites, operating at the intersection of design, front-end development, and business strategy. Previously led design and operations at a 10–15 person digital agency, with a focus on usability, conversion, and iterative improvement driven by user research and behavioral data. I do my best work where design, development, and strategy stay close together and decisions are made against evidence, not assumption.

Core tools/skills: Figma, Adobe Creative Suite, Cursor, Clarity, Hotjar, PostHog, Google Analytics/Search Console, Userbrain (and similar usability testing tools)

Selected achievements from my past agency experience include:

- Created a unified design system and cross-functional handoff framework, reducing design/development timelines by 25%+ and strengthening alignment between design, development, and project management.
- Modernized the agency's design workflow by transitioning the agency to Figma, reducing design and prototyping time by 30% and improving client comprehension through interactive, responsive prototypes.
- Built and led an agency-wide UX program, incorporating user interviews, usability testing, and behavior analytics, achieving 75%+ client adoption and establishing new recurring revenue.
- Delivered 200+ custom digital products (budgets \$10K–\$100K+) across industries, ensuring consistent quality, usability, and strategic alignment from discovery through launch.
- Conducted user interviews and moderated usability testing sessions, synthesizing findings into actionable design improvements across a wide range of projects.

PROFESSIONAL EXPERIENCE

Freelance Web & UX Design (April 2024 to Current)

tyfraser.com

Principal UX Designer

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

- Lead end-to-end UX engagements: discovery, user research, wireframing, prototyping, and usability testing.
- Design high-converting, intuitive interfaces for WordPress and custom web platforms.
- Build scalable component systems and design documentation in Figma to support efficient developer handoff.
- Analyze user behavior and research findings to identify friction points and guide iterative improvements.
- Refine user flows and interfaces based on usability testing and real interaction data.

Perfect Afternoon (November 2010 to April 2024)

perfectafternoon.com

Design Director (January 2022 to April 2024)

Promoted to Chief Operating Officer, 2022

Led UX strategy, interaction design, and design operations across 75+ client projects, building a consistent, data-driven design practice from concept through launch. As responsibilities expanded in 2022, took on company-wide operational leadership alongside design, aligning UX, development, marketing, and project management around shared KPIs, quality standards, and strategic direction for a 10–15 person agency.

- Built and evolved the agency's first design system framework – component libraries, naming conventions, versioning standards, developer-aligned documentation – shortening design and development time by 25%+.
- Built and operationalized a full UX suite (quantitative/qualitative testing, behavior analytics, usability reviews), including documentation, pricing models, team training, and client onboarding; achieved 75%+ client adoption and established a new recurring revenue stream.
- Brought usability testing and behavioral data into design reviews, shifting stakeholder decisions from assumption to evidence.
- Simplified complex user flows and decision-making paths, helping users navigate multiple variables and arrive at confident outcomes.

- Transitioned the agency to value-based pricing, reframing delivery around outcomes and strategic impact; improved margins by 25%+ without increasing workload.
- Partnered directly with clients and stakeholders to translate business goals into UX strategies and present design reasoning – strengthening long-term retention and expanding account scope.
- Mentored designers through quarterly development plans tied to the talent tree, improving skill progression, autonomy, and team cohesion.
- Collaborated with developers on naming conventions, component structure, and handoff guidelines to keep the Figma-to-code translation smooth.
- Aligned UX, development, marketing, and project management around shared KPIs, quality standards, and strategic direction as responsibilities expanded across the business.

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.

- Kept project structure and organization efficient, so projects succeeded from both the client's and the agency's perspective.
- Managed weekly and monthly scheduling for a team of 10, making sure designers and developers understood not just the scope but the business strategy behind it.
- Helped clients embrace the design-led approach the team was proposing.
- Defined project processes to standardize delivery and meet quality assurance needs.

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.

- Worked within an HTML5/CSS/PHP base framework built for agency-wide consistency and maintainability.
- Designed pay-per-click advertisements to best-practice specifications of the time.
- Handled print-related marketing output for the company and its clients.

SKILLS

- User Research (Qualitative & Quantitative)
- Usability Testing & Interviews
- Interaction Design
- Wireframing, Prototyping & Product Flows (Figma)
- Design Systems & Multi-Brand Scaling
- Conversion-Focused UX
- Cross-Functional Collaboration
- Developer Handoff & Documentation

EDUCATION

Bachelor of Fine Arts - BFA
Central Michigan University, 2010

INDUSTRY APPEARANCES

Digital Summit Detroit (digitalsummit.com)
Member of UX Panel

Grand Circus (grandcircus.co)
5x Industry/Agency Presenter