



Tyler Fraser

UX/UI & Web Designer | Creative Lead | Design Manager

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

SUMMARY

I'm a UX/UI and Web Designer with 14+ years of experience building user-centered digital products and web applications across 200+ projects, blending hands-on design with creative direction and leadership. I focus on research-informed interaction design, scalable design systems, and iterative improvement through user feedback and behavioral data. I do my best work in collaborative environments where usability, clarity, and continuous refinement drive meaningful results.

Core tools/skills: Figma, Adobe Creative Suite, 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

Working 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 including discovery, user research, wireframing, prototyping, and usability testing.
- Design high-converting, intuitive interfaces for WordPress and custom web platforms.
- Develop 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 design improvements.
- Iterate on user flows and interfaces using usability testing and behavioral insights, refining experiences based on real user interaction data.

Perfect Afternoon (November 2010 to April 2024)

perfectafternoon.com

Chief Operating Officer (January 2022 to April 2024)

Led cross-functional alignment across all departments, ensuring teams had the guidance, structure, and support needed to execute successfully and remain connected to the company's overall strategic direction.

ROLE/ACCOMPLISHMENTS:

- 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 of the product line and built a new channel of recurring revenue.
- Led cross-functional design strategy and planning for a 10–15 person digital agency, aligning UX, development, marketing, and project management around shared KPIs, quality standards, and operational structure.
- Standardized UX workflows, documentation, and handoff systems to ensure consistent delivery across multidisciplinary teams.
- Transitioned the agency to value-based pricing, reframing delivery around outcomes and strategic impact, improving margins by 25%+ without increasing workload.
- Partnered directly with clients and stakeholders to translate business goals into UX strategies, increasing client retention by 25%+.

Design Director (Apr 2014 to Jan 2022)

Led UX strategy and interaction design across 75+ client projects, optimizing user flows, information architecture, and conversion pathways while establishing a consistent, data-driven design practice from concept through launch.

ROLE/ACCOMPLISHMENTS:

- Built and evolved the agency's first design system framework, including component libraries, naming conventions, versioning standards, and developer-aligned documentation, reducing design and development time by 25%+.
- Created structured UX offerings (usability testing scripts, analytics templates, session-replay analysis, behavior heatmaps) and trained clients on interpreting data to guide redesigns and feature development.
- Brought usability testing insights and behavioral data into design reviews, helping shift stakeholder decisions from assumption to evidence.
- Simplified complex user flows and decision-making processes across projects, helping users navigate multiple variables and arrive at confident outcomes.
- Mentored designers through quarterly development plans tied to the talent tree, improving skill progression, autonomy, and team cohesion.
- Collaborated with developers to align naming conventions, component structure, and handoff guidelines, ensuring seamless translation from Figma to code.
- Presented designs directly to clients, articulating the reasoning behind UX decisions, selling value-driven enhancements, and guiding clients through user-centered logic.

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, allowing projects to succeed from both the client's and the agency's perspectives.
- 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.

SKILLS

- User Research (Qualitative & Quantitative)
- Usability Testing & Interviews
- Interaction Design
- Wireframing, Prototyping & Product Flows (Figma)
- Design Systems
- 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