

Tyler Robison

UX Designer

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Scottsdale, AZ

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About me

UX Designer grown out of the world of marketing, brand and service inspired to push the limits of technology to bridge the gap between physical and digital with experiences that respond to the user. Passionate about design, users, communication, and the intersection of brand and UX.

Tools

Axure, Sketch, InVision, Omnigraffle, Pen & Paper, Usabilla, Google Analytics, Lookback, Usability Hub, Jira and more.

Skills

Wireframing, Mockups, Prototypes, Interaction Design, Research & Analysis, Presenting, Collaboration.

Experience

INSIGHT / UX Designer

2017-PRESENT, TEMPE, AZ

- Learn our users' needs and the success of our products meeting those needs through a combination of quantitative and qualitative analysis.
- Design and execute user test sessions for both in-person focus groups as well as remote users.
- Make strategic design and user-experience decisions related to core and new functions and features.
- Take a user-centered design approach and rapidly test and iterate design deliverables.
- Collaborate with the UX team to create wireframes, mockups and prototypes

DEVEREUX PROPER THREADS / Digital Intern

2017, SCOTTSDALE, AZ

- Help lead strategy, advertising, digital engagement, brand initiatives, PR, brand planning, and retail marketing in order to gain a broad knowledge base of brand management.
- Refined UX/UI as well as all elements of website to optimize user experience using QA, concepts, and strategy to solve Devereux's digital issues.
- Drive the strategy and vision for various projects, as well as own deliverables including meeting facilitation and making persuasive presentations.
- Process driven with strong communication, presentation and interpersonal skills, attention to detail and ability to negotiate consensus and resolve issues.

POCAAN / UX Designer and Researcher

2016, SEATTLE, WA

- Created a human-centered responsive design that delivers on the needs of both the organization's donors and clients.
- Developed user research, sketches, personas, concepts and strategy to execute on a design to solve POCAAN's digital design issues.
- Communicated a beautiful design philosophy with a comprehensive site map, navigation, content strategy, visual design and approach to mobile.

Nike Inc. / Brand Specialist

2013 - 2016, BEAVERTON, OR

- Delivered insights related to key contact drivers, hot topics, products, athletes, issues and trends to better the consumer experience on Nike.com, increasing customer loyalty, conversion, and retention.
- Transformed the consumer experience as the first CS 2.0 group on Nike.com; utilizing Needle Chat, CSP, RNW, AKB and social media to best help consumers, increasing customer loyalty, return and conversion/retention.

Education

General Assembly / UX/UI Design

Oct 2016 - Dec 2016, Seattle, WA

10-week UX Design Immersive Program, 60+ hours per week. Learned and applied principles of the UX Design process across 5 projects

University of Oregon / Business Administration

Sept 2005 - June 2009, Eugene, OR

Bachelor of Science in Business Administration and Management,
Concentration: Sports Marketing, Non-business breadth: International Studies

Dale Carnegie / Effective Communications and Human Relations

Sept 2009 - Dec 2009, Portland, OR

Certificate of Achievement in leadership and communication.

Organizations

University of Oregon - Arizona Alumni Chapter Board, Design Thinking & Innovation Collective Phoenix, UX In Arizona, General Assembly Seattle.