



# Tyler Hale

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## Objective

Build world class experiences for multiple platforms that delight and engage users worldwide.

## Experience

### **SENIOR USER EXPERIENCE ARCHITECT, DELOITTE DIGITAL; DENVER, CO – OCTOBER 2013 - PRESENT**

Define product requirements by leading and facilitating discovery sessions and workshops with internal teams and clients. Craft personas based on extensive user research, keeping the user at the center of the design process throughout project engagements. Lead the interaction design phase by creating interactive prototypes for iOS, Android and responsive web. Ship products on multiple platforms simultaneously. Document user flows and annotate wireframes. Collaborate with engineers and visual designers in a Lean UX approach on multiple projects where user feedback is gathered in the field, iterated on based on feedback and tested again with successful outcomes. Received promotion.

### **USER INTERFACE DESIGNER III, EBAY; SAN JOSE, CA – JANUARY 2012 - OCTOBER 2013**

Led both collections and multi-screen responsive design initiatives. I kept the user at the center of every design decision, backed up by extensive user research, field studies and data. I created rapid iterations based on user research and feedback, designing products that are visually appealing, provide value to users, simplify the complex and delight millions worldwide. Multiple patents. Received promotion.

### **ONLINE DEVELOPMENT MANAGER, CINDERBLOCK; OAKLAND, CA – MARCH 2010 - JANUARY 2012**

Designed and developed the user experience for 100+ retail websites and products, including digital ticketing, digital music downloads and online merchandising. Developed over 60 Facebook apps that integrated with artists' online stores. I played an integral role winning new business. Received promotion.

### **DESIGNER, GUIDE BY CELL; SAN FRANCISCO, CA – OCTOBER 2009 - MARCH 2010**

Delivered exceptional, high quality print and digital marketing materials as part of a small tech startup team. Conceptualized original, innovative ideas that contributed to revenue growth while maintaining brand integrity.

## Education

University of Colorado at Boulder, Bachelors Degree, Film Studies