



Tyler Hale

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Objective

Build world class experiences that delight and engage users worldwide.

Experience

SENIOR PRODUCT DESIGNER, SENDGRID; DENVER, CO MAY 2016 - PRESENT

Product designer for the Marketing Campaigns Application at SendGrid. Redesigned the email editor, splitting into two editors, Design Editor (drag and drop) and the Code Editor. Collaborate with team members on solving complex user problems. Follow a user centered design process. Problem validation phase, solution validation phase, build phase. Conduct user interviews and usability tests for user feedback. Improved the onboarding experience for the Marketing Campaigns product. Currently designing the future of marketing email automation tools.

SENIOR USER EXPERIENCE DESIGNER, DELOITTE DIGITAL; DENVER, CO OCTOBER 2013 - MAY 2016

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. Promoted.

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

Led the collections design initiative, conducting extensive user research, field studies and data. Created lo-fidelity design and hi-fidelity designs. Worked with engineers to build and ship collections product. Multiple patents. Promoted.

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. Promoted.

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

Delivered high quality marketing materials as part of a small startup team.

Education

University of Colorado at Boulder, Bachelors Degree, Film Studies