

# Tyler Lagaly

Product Designer

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## Experience

### UX Designer Indeed

Austin, TX  
January 2018 - Current

As a part of Indeed's product incubation group, using a Lean UX framework, I led the research and design across multiple product teams while collaborating and planning directly with product managers, engineers, internal teams, and stakeholders. My contributions included quantitative and qualitative user/marketing research, prototyping, product testing and validation, front end development, and mentorship for designers and interns.

### Lead UX/UI Designer Connected Living

Remote - Boston, MA  
March 2014 - January 2017

As the lead designer in an agile focused team, I was tasked to build an app-ecosystem from the ground focused on connecting individuals with their communities. Early work lead to our team being acquired to rollout mobile, web, and wearable apps to

### Owner Haptic Creative

Lawrence, KS  
June 2015 - February 2018

As owner and sole operator, I built teams to help organizations and startups scale and execute on key business objectives. My role was part project manager and part product designer combining both my entrepreneurial drive and craft to work within existing brands and visual libraries/style-guides. By utilizing agile methodologies my teams could integrate and deliver with existing teams efficiently.

### UX/UI Designer ShipCompliant

Boulder, CO  
November 2013 - August 2014

While collaborating on a 2 person design team, I provided a complete redesign for a SaaS compliance web platform for the alcohol beverage industry. While maintaining an NPS score of 72, our efforts led to the successful rollout of a streamlined product and updated interface while minimizing impact to an existing user base.

### Contract UX Designer HumanCentered

Remote - Kansas City, MO  
November 2015 - October 2016

Applied research-based principles to drive the design of products that fully support end-user needs while also achieving the business vision. Led user research and interface design processes creating personas, visualizations, storyboards, task flows, wireframes, high-fidelity mockups, and prototypes. Continuously measured and optimized the user experience through a combination of quantitative and qualitative research methods.

### Product Designer Freelance

Remote  
January 2011 - December 2018

Consulted with SaaS, B2B, B2C, and enterprise tech startups to review current products and provide design solutions to solve users needs and business objectives through user research, UX audits, information architecture analysis, persona development, wireframing/prototyping, and user testing. By providing interaction and visual design guidance I advocated for user-centered practices that helped reshape existing teams as their product and organizations grew.

## Education

### The University of Kansas

BFA in Industrial Design - focus in Architecture and Interaction Design

Lawrence, KS  
August 2005 - December 2010

### The University of Kansas

MA studies in Interaction Design

Lawrence, KS  
August 2010 - December 2010

## Skills

### Design

Illustration, interface design, user research, concept sketches, wireframes, prototyping, interaction design, style guides, component libraries

### Prototyping

Illustration, interface design, user research, concept sketches, wireframes, prototyping, interaction design, style guides, component libraries

### Research

Illustration, interface design, user research, concept sketches, wireframes, prototyping, interaction design, style guides, component libraries

### Collaboration

Illustration, interface design, user research, concept sketches, wireframes, prototyping, interaction design, style guides, component libraries