About Tucker	Passionate UX advocate with experience crafting human-centered products. Thrives on collaborating with to solve problems by creating cohesive digital experiences users love.
	Loves facilitating collaboration, mentoring teammates, and boosting performance.
	Skilled at interaction design, information architecture, rapid prototyping, and usability testing.

Experience

Nutrien

Lead UX Designer, February 23 – September 2023

Nutrien is the world's largest provider of crop inputs and services, with 2022 revenue topping $37 billion. Reporting to the UX Manager, I worked as Lead UX Designer on their 6-month HomeSafe Phase 2 project. HomeSafe brings together safety info for Nutrien's 37K employees.

- Led UX for Nutrien's, safety focused intranet site, HomeSafe for phase 2 of the site.
- Ensured designs simplified complex systems and aligned to business goals of usability.
- Collaborated with dev and product teams to reimagine the Operating Standards section. Created an intuitive two-column layout, easy to use multi-file uploader and more.
- Conducted usability tests with employees. Discovered opportunities to prevent accidental data loss and product roadmap additions.

Tech/Tools: Figma, Wireframing, Prototyping, Usability Testing, Design Session Facilitation

Experience

Worldplay Networks

Manager of UX Design and Lead Designer, 2017 – 2022

Worldplay's video platform Vidflex let businesses manage and sell live and on-demand video. Customers included Hockey Canada and TELUS.

- Accountable to Chief Product Officer
- Redesigned Vidflex's overly technical internal admin portal into an intuitive customer-facing SaaS interface.
- Created site creation interface that allowed the development team to reduce new site setup time to 2 minutes (from the 12 hour manual process).
- Built internal community of Indigenous customers to share videos in their language and livestream meetings to accomplish their goal of Digital Sovereignty and Cultural Preservation.

Tech/Tools: Information Architecture, Group Facilitation, User Research

Shaw Communications

Senior UX Designer, 2005 – 2017

Shaw delivered cable TV, internet, and phone to millions across western Canada. As part of the UX team, I led visual and technical teams in redesigning customer-facing web portals.

- Reporting to UX Manager, ensured projects aligned to user needs and business goals.
- Led the UX, visual design and technical teams in executing responsive phone portal redesigns based on analytics, surveys, and usability testing.
- Drove Support Portal rebuild by analyzing call centre data to identify top customer issues.
- Verified proposed designs through facilitated usability sessions as well as self-guided tests via UserTesting.com.

Tech/Tools: UserTesting.com, inVision, prototyping

Education

Applied Multimedia Training Centre, 2000 - 2001

Diplomas - Multimedia Design & Web Development