

# Tyler Andersen

Los Angeles

tylerandersen.design

tylerlawrenceand@gmail.com

I create elegant digital solutions that solve for user and business goals. Design doesn't exist in a vacuum, which is why I value collaboration with developers, stakeholders, and end users.

## EXPERIENCE

### Senior Product Designer — ConsumerTrack Inc.

Oct 2019 – Present

Lead design for an internal advertising platform.

Deliver wireframes, user flows, and information architecture to shape platform.

Collaborate daily with front-end engineers and product stakeholders to ensure alignment on business and timeline goals.

Conduct user research with executives and end users to create personas and guide new user stories in the backlog.

### UI/UX Designer — Boundary Digital

Feb 2019 – August 2019

Worked with clients like Honeybee, RedBull, and the City of West Hollywood to design internal and external interfaces.

Delivered high-fidelity mockups, wireframes, user journey maps, style guides, and social media assets.

Presented various visual and branding directions for each project, which would then be vetted by clients and the Creative Director.

Communicated with developers to implement designs via Zeplin.

### UI/UX Designer — Tyler Andersen Design

Jan 2018 – Present

Execute client goals through web design, branding, and content strategy.

Design apps, static sites, and logos for Los Angeles-based and remote clients.

## EDUCATION

### UI/UX, Front-end Development — Bloc

2018

### BA Comparative Literature — UC Santa Barbara

2009 – 2013

## SKILLS

User Interface

User Experience

Design Thinking

User Research

Prototyping

Branding

Copywriting

Design Systems

Adobe CC

InVision

Sketch

Figma

Zeplin

HTML / CSS

Javascript