

# Resume

I'm a UX specialist shaped by five years in agencies and innovation labs. I favour the strategic side of UX – specifically service design, IA and technical solutions – but I'm a fully rounded product designer as comfortable in front of clients as I am in the trenches with the devs.

I create usable, useful products, from the memorable (e.g. websites, apps and campaigns for Airbus and The Fertility Network) to the invisible (e.g. complex CMS and machine-learning PIM systems for intu, INEOS and Braemar).

I only do work I'm proud of, so I'd love to talk about any of my projects that excite you.

## TACTICAL APPROACH

My philosophy is that the right blend of psychology technology and creativity can solve any combination of human and business needs.

With a set of proven design frameworks and methods in hand, I dive confidently into any problem to extract and triage its issues. At worst, I at least know how to find out how to tackle a problem. Using generalist-thinking I try foresee management and engineering risks as I tackle a project, but specialist-techniques to hit the mark with each deliverable.

Whatever process I follow, I draw inspiration from other industries, philosophy, politics and even science fiction as I try to provoke, inspire and challenge myself and my team towards valuable innovation.

## MY TOOLBOX

Sketch / Invision	After Effects / Audition
Axure	HTML, CSS, Jade, JSON
Omnigraffle	GA, Hotjar, Optimizely, etc
Photoshop / Illustrator	Quali/Quant research
InDesign	MS Office / Gdocs
Post-its, paper, whiteboards	JIRA / Confluence

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## EXPERIENCE TIMELINE

**Feb 17 (Current Role) • intu Digital**

### Senior Product Designer

I joined intu to tackle more service design projects, improve my research abilities and to spend more time with products to improve them. Two years on, I'm comfortable that I've achieved those goals.

In this time I've improved the online shopping experience and conversion rates, created a mobile app with an industry-first cashback service, tidied up the site structure, nav and taxonomies and created a content strategy to support these improvements. Thanks to innovation workshops with stakeholders and both in-person and remote user research sessions, each feature has made measurable KPI improvements over time, some products have a roadmap of features to see intu years into the future.

With my team I've had a hand in a sitewide redesign, new design language and improvements to users' email and Wi-Fi journeys.

Finally, since my promotion to Senior, I've taken up one-to-ones with junior designers and shaping the team's management and 'Design Ops' workflows.

**Sep 14 - Apr 15 • The MTM Agency**

### Designer (UX Specialist)

I tackled print, digital and motion design in this omnichannel agency. As the sole UX specialist it was my job to champion UCD and direct our multidisciplinary team of specialists and freelancers to success.

**Aug 14**

### 1<sup>st</sup> place; npower Developer Challenge

In 2014 I led a three-person team to first place in the npower Developer challenge with our home-hub/smart meter concept. I acted as product owner and UX lead.

**Jan 13 (Ongoing) • Freelance**

### Multichannel Designer • Freelance

I maintain a small portfolio of agencies, university R&D departments and a charity to keep my 'T shaped skillset' sharp with projects I might not get in my primary job.

**Sep 11 – Jul 14 • Northumbria University**

### BA (Hons) First Class, Interactive Media Design

**Sep 10 – Jul 11 • Leeds College of Art**

### Foundation Diploma, Art & Design