Tylen St Hilaire

Resume

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Shaped by eight years across agency, consultancy and innovation labs, I'm a 'T-shaped' practitioner (with a MacGyver streak) and practiced team lead. I create usable, useful experiences, either memorable or invisible, so people experience more moments that matter. But processes and artefacts are only two-thirds of the story. I also cultivate institutional appreciation for human-centred design, ensuring long-lived success. The products (websites, apps, services, campaigns and enterprise tools) and the clients (Airbus, Bupa, Gov.UK, intu, the NHS, et al), change, but the output is always measurable success.

I only create work I'm proud of, so I'd love share with you as many relevant projects I can interest you in.

TACTICAL APPROACH

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

With a set of tried and true design strategies to pick from, I wear whatever hat my team needs – coach, assistant, facilitator, practitioner. To do so, I've absorbed skills from many designers, researchers, BAs, creatives and copywriters. I believe that developing generalist-thinking and specialist-execution is the best way to create a self-sufficient and adaptable team, and as an advocate of change-by-doing, that starts with myself.

Whatever the challenge, I draw inspiration from other industries, philosophy, politics and even science fiction to provoke, inspire and challenge myself, my team and my clients to create valuable, lasting innovations.

MY TOOLBOX

Triple-track Agile & Lean UX	Whiteboards & workshops
Design Thinking, Product Thinking	Omnigraffle
UI / Visual design	Sketch / Invision / Axure
IA / Content design	HTML, CSS, JS
CX / Omnichannel / Service design	Qual & quant research
Inclusive design & a11y	JIRA / Confluence

EXPERIENCE

Apr 21 onwards • Valtech

Product Discipline Lead

I launched the Product community to seed product culture into our delivery teams, particularly among UCD and BA practitioners. Befitting the first (and only) cross-discipline craft, I created a programme of open and closed door sessions suitable for novices and practitioners respectively, then, with the craft's inner-circle, created Valtech's product proposition. We've since recruited permanent product managers into our ranks and sold them on projects, turning our community of interest into a community of practice – and a viable department.

May 19 onwards

Lead UCD Consultant

Consultancy granted me the triple-threat of long-term engagement, resources and clients with an appetite for change, allowing me guide Bupa Global, Taylor Wimpey, Schroders Personal Wealth and Shawbrook Bank's digital transformation programmes.

For each client, I'm responsible for instilling user-centred design in their business through experimentation, Lean practices and an empathetic approach. The proof is in the pudding, so I'm also the guiding hand for the UX/UI designers, researchers and analysts on my team. I ensure their success by providing assistance, ensuring quality and importantly, helping them refine their practices.

Feb 17 – May 19 • intu Digital

Senior CX Designer

I joined intu's innovation lab to tackle more service design projects, get hands on with research and spend time evolving products long-term. I worked on and led engagements with practitioners of all skill levels; stitching together in-store experiences, wi-fi, maps, web, app and ecommerce platforms and CMS/Enterprise tools into a single, cohesive service.

As 'first mate', the Head of Design and I shaped the design programme, maturing our team and investigating what the nascent field of 'DesignOps' could mean for us.

Sep 14 – Dec 16 • The MTM Agency

Designer (UX Specialist)

The sole UX specialist in an omnichannel agency, it was my job to champion UCD and direct our multidisciplinary team of specialists and freelancers to success.

Aug 14

1st place; npower Developer Challenge

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

Sep 08 – Jul 10 • Huddersfield New College

A-Level, Maths, Photography & Graphic Communication