

Tyler Hale

Principal Product Designer

3814 Newton St.
Denver, CO 80211

303.250.9815
tylerhaledesign@gmail.com
<https://www.linkedin.com/in/tylerhaledesign/>
<https://www.tylerhaledesign.com>

Objective

To build products customers love and value and to continue to grow and learn from a world class design team.

Experience

Twilio / Principal Product Designer

FEB 2019 - PRESENT, DENVER, CO

Led the UX Core Platform team, creating mechanisms for designers to present work and receive critical feedback on their projects. As a member of the Consumer Trust Business Unit within Twilio, I conducted customer research which informed my design solutions for Twilio's suite of Trust Products. These experiences and products helped enable our customers to manage their own compliance and regulatory needs at a global scale. Additionally, I worked on fraud prevention, KYC (know your customer) and user vetting system level designs, as well as many internal tools and automation projects. Hired and grew the platform UX team from 7 people to 26 over the course of 1 year.

SendGrid (Acquired by Twilio) / Principal Product Designer

MAY 2016 - FEB 2019, DENVER, CO

Led the UX team on SendGrid's Marketing Campaigns application. Identified top customer problems, validated solutions and built new marketing automation products, leading the marketing campaigns team into the next generation of products. Launched a new Marketing Campaigns editor, solving critical problems for marketers. Helped grow the Marketing Campaigns product to a 40 million/year business. Led the UX team on multiple initiatives, including creating a dedicated design website for SendGrid (sendgrid.design) and a NorthStar project, resulting in a visionary video that effectively communicated the future of Twilio and SendGrid together as one company. Coached and mentored designers on best practices for conducting research, creating design sprint plans, facilitating design workshops. Reshaped the design critique process and the method for reviewing design work. Advocated for design at SendGrid.

Deloitte Digital / Senior UX Designer

OCT 2013 - MAY 2016, DENVER, CO

Evaluated and improved the design orgs hiring process. Screened and interviewed hundreds of design candidates. I was instrumental in building out new offices and design studios in Los Angeles and New York City; screening, interviewing and hiring design leaders for those offices. Mentored junior designers. Led our weekly design critiques while continuously iterating and improving the critique process. Collaborated with multiple disciplines in a Lean UX approach. Defined product requirements by leading and facilitating discovery sessions and workshops with internal teams and clients. Led the

interaction design phase by creating interactive prototypes for iOS, Android and Web. Shipped products on multiple platforms simultaneously. Documented user flows and annotated wireframes. Promoted. Clients: Principal Financial Group, CVS Caremark, Live Nation, Vail Resorts.

eBay / UI Designer

JAN 2012 - OCT 2013, SAN JOSE, CA

Led eBay collections design initiative, conducting extensive user research and field studies resulting in rich customer evidence and data which was used to inform the solution. Created lo-fidelity and hi-fidelity designs. Worked with engineers to build and ship the collections product. Multiple patents.

Cinderblock / UI Developer

MAR 2010 - JAN 2012, OAKLAND, CA

Designed and developed the user experience for 100+ retail websites and products, including digital ticketing, digital music downloads and online merchandising.

Guide by Cell / Designer

OCT 2009 - MAR 2010, SAN FRANCISCO, CA

Delivered high quality marketing materials as part of a small startup team.

Education

University of Colorado at Boulder / Bachelor of Arts | Film Studies

Principia Upper School / High School Diploma

Patents

System and method for generating recommendations

FILED MARCH 4, 2014 PATENT ISSUER AND NUMBER UNITED STATES PCT/US2014/020419

Example methods and systems are directed to generating recommendations based on one or more user inventories, which may be stored in a database. The inventory may include items (e.g., physical goods, electronic goods, and financial assets) owned by a user. A machine may use the database to provide suggestions to the user to buy or sell items. The machine may also use the database to provide suggestions to the user to join a community. The database may be used in conjunction with an electronic commerce site. The machine may be aware of which items in the site are being viewed by the user. The recommendation made by the machine may take into account the item being viewed. The user may be able to view the current market value for each item individually, the total value for a selection of items, or the total value for all items.

Location based and alter ego queries

FILED AUGUST 19, 2013 PATENT ISSUER AND NUMBER UNITED STATES 2043.E52US1

A user at a geographical location may submit a search query and receive results responsive to the search query. The search results provided to the user may be

based on the user's geographical location. The search results may also be based on one or more attributes of the user or an alter ego. The alter ego may be an individual user or another type of entity, such as a group or a business. A user at a geographical location submitting an alter-ego search query may see the results that would be presented to the alter ego if the alter ego were at the geographical location. Each user's interests may be selected through an interest-selection interface, automatically generated as the user interacts with search results, dynamically generated as a user follows or likes search results, or otherwise determined.