

# Tyler Hagan

## Product Designer based in Berlin, Germany

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### Experience

#### **TKOMMA5° — Senior Product Designer**

2024 - 2025

- Lead design projects for both B2B and B2C products.
- Enhanced design system and improved internationalisation collaboration across design and engineering teams.
- Conducted various methods of user research to inform decision making.
- Effective collaboration with Product and Engineering teams. Utilising strong stakeholder management skills.

#### **EIGENSONNE — UX/UI Engineer & Product Designer**

2017 - 2023

An end-to-end holistic role as Creative Lead, Designer and Front End Developer whilst growing the company and brand, with success and rapid scale up I moved to work closer with the product team, which included:

- Product & UX/UI Design/Strategy
- Mobile Application Design
- User Experience Research
- Conversion Rate Optimisation ("High cost" Lead Generation)
- Front End Advanced Solutions
- Rapid Concept and Prototyping
- Design System & Brand Guidelines

#### **House of Kaizen — Lead Developer**

2015 - 2016

Development team lead in this multi-discipline digital agency and CRO company. Directly managing a team of 3 other developers. I also assisted in getting a contract with Intel Security to build and run their european McAfee online store. Which was developed in-house and continually optimised utilising lean UX methods.

### Education

#### **University of Greenwich — BSc Web Development**

2007 - 2010

#### **Amersham College — BND Graphic Design**

2005 - 2007

### Add. Qualifications

#### **Optimizely — Developer and Platform Certification**

2016

### Principles

Interface Design, Visual Design, Design Systems, Prototyping, Human Centered AI Interface, Product Thinking, Design Strategy, User Research, Conversion Rate Optimisation, Front-End Development, Semantic Code, Information Architecture, A/B Testing, Quantitative Analysis, Competitor Analysis

### Toolbox

Figma, Adobe XD, Sketch, Adobe Creative Suite, HTML/CSS, JS, TypeScript, Storybook, Token Studio, Clarity, Analytics, Optimizely, VWO, FullStory, Omniconvert, Hotjar, Miro