Tyler Norton

Creative Director & Designer

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Experience

Education

Tyler Norton
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Mitrend / Creative Director & Strategist

2013 - Recent / Remote

Tools: Sketch, Adobe XD, InVision, Illustrator, HTML/CSS
Platforms: Github/Gitlab, Atlassian Suite

I was hired as the principal creative to put a focus on our SaaS UX, UI, marketing, and branding as well as building out the creative team with new hires and team building and leadership.

Participated in and sometimes led an agile development process that included sprint planning, bi-weekly sprints, and daily stand-ups.

My responsibilities included shaping company and product strategic direction by being a major stakeholder in sprint planning meetings and high level strategic discussions with the tech lead and CEO. They also included leading a team of developers and designers to execute brand development and UX design creation and implementation using our agile development process.

Our SaaS platform had over 10k+ users including multiple fortune 50 companies and drove $5b+ in revenue for our users.

Questex Media / Design Team Lead

2012 - 2013 / Newton, MA

Tools Used: Adobe Photoshop, Illustrator, InDesign, HTML/CSS, Drupal
Platforms: Jira, Microsoft Office Suite

I was hired as a UX/Graphic designer with four other designers. After three weeks, I was placed in the position of leading that group in projects, critiques, and overall project organization.

My responsibilities included leading team critiques, shaping the creative process, and producing final design specs and handing off to developers. I was also responsible for working with the project manager to create project plans, scope, and timelines.

I led our team with a more flexible creative process for rebrand projects and production of marketing material for 50+ industry leading trade shows and magazine brands.

Emmanuel College / BFA Graphic Design
Class of 2009 - Boston, MA

Relevant Courses: Typography, Form Study, Graphic Design, Color Theory, Printmaking, Photography.