Tyler Trotter

I love crafting delightful digital products. In my career, I've worked in cross-functional environments and led design teams. I've designed beautifully effective experiences from scratch as well as revamped complex systems. I'm well-versed in guiding projects from idea to release. But I want to keep growing.

ttrotter.com

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Cognito Forms
Creative Director
2018—present

- Grew and led a multidisciplinary product design team
- Led the redesign of an app for building and managing forms
- Balanced stakeholder feedback as well as qualitative and quantitative UX data
- Redesigned website and grew YOY conversion rate by 68.5%
- Responsible for the look and feel, usability, accessibility, and CSS code quality of forms created with the app
- Created and maintained a design system
- Designed illustration and icon sets
- Planned, prototyped and built new product features
- Conducted usability, A/B, and click tests to improve UX

VC3
Web Designer
2014—2018

- Designed websites for city and county governments
- Developed sites on Drupal
- Presented concepts to clients and trained them on new CMS
- Integrated real-time wind speed data into burn permit form
- Allowed users to determine if they lived in city limits easily
- Built a site-analyzer tool to report on content problems

Coker College
Instructor
2014 & 2015

- Designed and taught a combined course of Web I and Web II

Dew Learning
Front-end Dev
2013—2014

- Built a platform to create, manage, and deliver curriculum on the web and iPad
- Designed the look and layout of the curriculum template
- Built tools for educators to embed interactive elements
- Demoed the product to potential clients and investors
- Advised and organized authors of lesson content

Skills

Design Systems
Product Design
Figma
Adobe CC
User Testing
Illustration
SVG
Accessibility
JavaScript
HTML
CSS
Vue
Git

Education

BA in Art with a concentration in Graphic Design

Coker College