

# Tyler Trotter

**Cognito Forms** | Platform enabling 1M+ users to create forms and workflows

**Lead Product Designer** February 2018 – present

- Established and built the product design team to five members, leading user research, prototyping, interaction design, and UI development.
- Created and evolved a unified design system across the app and marketing website, ensuring consistency and scalability.
- Redesigned the visual identity, resulting in a 68.5% year-over-year lift in website conversion rates.
- Led UX/UI and front-end dev of user-generated forms during a refactor, improving responsiveness, customizability, and WCAG accessibility.
- Led a user-centered redesign of the app's navigation, incorporating insights from user interviews, stakeholder feedback, and Figma brainstorming sessions to improve overall user experience.
- As part of this redesign, led a focused effort to improve the data views interface, addressing key usability issues and resulting in a 7 percentage point increase in view creation (56% vs. 49%) compared to legacy users.

**ttrotter.com**

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**VC3** | Custom Software Provider for Municipal Governments

**Web Designer** May 2014 – February 2018

- Engaged local government clients to determine their needs, then designed and developed tailored websites, providing pre-launch CMS training.
- Streamlined a town's burn permit online application process by automating wind speed checks based on city ordinance, eliminating unnecessary permit rejections, and improving efficiency for both citizens and administrators.
- Collaborated with city hall to develop a Google Maps-based online address lookup tool, replacing a cumbersome manual process and significantly reducing resident inquiries regarding eligibility for city services.

## Skills

Visual Design  
Design Systems  
Icon Design  
Figma  
Usability Testing  
Accessibility  
HTML & CSS  
JavaScript  
Vue.js  
Pendo

**Servant Interactive** | Startup building a K-4 curriculum for the iPad

**UI Dev & Web Designer** May 2013 – May 2014

- Developed key features for a web and iPad platform designed for creating, managing, and delivering K-4 curriculum.
- Partnered with the lead educator to design interactive learning tools, including image labeling quizzes and flashcards to enrich lessons.
- Demoed the product to potential clients and investors to secure funding.
- Streamlined the workflow for contract curriculum authors, resulting in more efficient content creation and delivery.

## Education

BA in Art with a  
concentration in  
Graphic Design  
  
Coker College