

# Tyler Trotter

I thrive in collaborative teams focused on delivering an excellent experience to our users and am well-versed in guiding product features from the brainstorm stage to release.

**ttrotter.com**

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## Cognito Forms

Lead Product Designer

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, and accessibility of forms created with the app
- Created and maintained a design system
- 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
- 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
- Developed a reporting system to engage clients about content problems

## Coker College

Instructor

2014 & 2015

- Designed and taught a combined course of Web I and Web II
- “Tyler Trotter is thoughtful and engaged. He gives students a chance to problem solve as a group before offering guidance.” —classroom observation

## 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  
Visual Design  
Prototyping  
Illustration  
Usability Testing  
Presentations  
Accessibility  
HTML & CSS  
Mentoring

## Education

BA in Art with a concentration in Graphic Design  
Coker College

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**Tyler's passion is contagious — in a good way.**

Cognito Forms 2023 Q4 Planning Retrospective