

Tyler Woodward

User Experience, Product Design & Management for the Digital Era.

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EXPERIENCE

NS8, Las Vegas NV — *Senior Product Designer (UX)*

JUNE 2020 - PRESENT

Product designer for NS8 Protect, a cloud based SAAS product in the eCommerce platform space, targeting SMB. Redesigned NS8 Protect's Order Details page for eCommerce platforms including Shopify & Magento. Cross department collaboration & product communication on a remote team.

Thales Avionics, Irvine CA — *User Experience Lead*

MARCH 2017 - JUNE 2020

Launched four custom In-Flight Entertainment software systems in three years. Drove & articulated UX strategy & vision by acting as a champion for user-focused design. Lead project communication across multi-disciplinary teams from UX/UI design, product research, engineering, business, finance, vendors & customers. Mapped design decisions to key performance indicators (KPIs). Used UX workflows & interactive prototypes to conduct large scale usability testing to validate software. Managed agile team(s) for projects - on time, with quality & on budget. Set precedent & future guidelines as the first remote worker.

Envoy, Irvine CA — *Senior User Experience Designer*

FEBRUARY 2016 - MARCH 2017

Delivered product improvements for Vizio SmartCast™ Apps across multiple product lines. Launched a new online ordering user experience for Tender Greens. Acted as the advertising agency's user experience expert for digital project client interactions & service offering deliverables. Trained fellow designers how to use Sketch & Invision to rapidly design + prototype for Android, iOS & responsive web sites.

XTOPOLY, Irvine CA — *User Experience Designer*

JULY 2010 - FEBRUARY 2016

Designed award winning mobile apps for Yamaha Watercraft on iOS & Android. Executed best in class UX work for Regency Theaters, Naked Juice, FedEx, & more.

EDUCATION

Chapman University, Orange CA — *Strategic Communications*

JULY 2009 - MAY 2013

SKILLS

UX Research: Usability Testing, User Personas, Heuristic Evaluation, Analytics Audit

UX Design: Information Architecture, User Journeys, Wireframes, Rapid Prototyping

UX Management: Leadership, Collaboration, Communication

TOOLS

Sketch 3, Figma, Keynote, Adobe XD, InDesign, Invision, Jira, Confluence, Trello, Slack, Zeplin, Google Analytics, Google Suite, Microsoft Office

AWARDS & PRESS

"Best In Flight Entertainment System in Mainland China"

Awarded by real passengers voting, China Southern Airlines & I worked on this IFE system's UX together.

The Points Guy praised the multi-screen UX & innovative features I made for Gulf Air.

10+ American Advertising Awards for Mobile Apps, Responsive Sites