Tyler Phillips

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PROFESSIONAL EXPERIENCE

Healthyr   **Feb. 2023 – Dec. 2023**
Senior UI/UX Designer   *St. Louis, MO (Remote)*
- Designed a comprehensive design system for Healthyr's web application, enhancing B2C user experience from low to high fidelity based on detailed user personas and flows.
- Spearheaded quantitative and qualitative user research, employing methods like A/B testing, heat map analytics, and user interviews, leading to an 18% increase in user portal retention rates during Q1-Q4.
- Played a pivotal role in a one-month marketing campaign, creating web pages that connected 11+ partner's users to our portal, contributing to a 200% increase in sales and reaching an audience of 1 million potential consumers.
- Developed multiple user portals with a focus on B2B data visualization and anonymized user data, catering to diverse use cases and requirements.
- Led the design of a mobile application with a strong emphasis on accessibility, following best practices to ensure inclusivity and ease of use.
- Collaborated closely with marketing teams to develop and iterate Healthyr's web application interface, focusing on clarity, user engagement, and translating complex user needs into accessible design solutions.

CarAdvise   **Jul. 2021 – Sep. 2022**
UI/Graphic Designer   *St. Louis, MO (Remote)*
- Led the interface design for CarAdvise's diverse digital platforms, including mobile and web applications and managed the design process from concept to execution, focusing on innovative solutions to enhance user interaction.
- Collaborated closely with cross-functional teams to align design solutions with user needs and business goals, ensuring high-quality standards and effective communication of design ideas to developers during the handoff process.

Simply Clean   **Jun. 2019 – Apr. 2022**
UX/Graphic Designer   *St. Louis, MO (Remote)*
- Restructured the sales onboarding experience alongside sales leaders to enhance the experience and relieve some of the previous pain points that were occurring.

EDUCATION & CERTIFICATIONS

Saint Louis Community College   **Aug. 2018 – Apr. 2021**
Associates in Applied Sciences, Graphic Communications   *St. Louis, MO*
Certificate of UI Immersion - *CareerFoundry*   **Jan. 2021 – May 2021**

SKILLS & TOOLS

Skills
Qualitative & Quantitative User Research; Accessibility Best Practices; Strong Conceptual & Visual Communication; Wireframing & Prototyping; Testing & Feedback Integration;
Tools
Figma • Adobe Creative Suite • Wordpress & Elementor • Google Analytics • Hotjar • Canva