

# Tyler Robison

## UX Designer

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### Tyler Robison

Seattle, WA

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### About me

UX Designer grown out of the world of marketing, brand and service inspired to push the limits of technology to bridge the gap between physical and digital with experiences that respond to the user. Passionate about culture, art, users, communication, and the intersection of brand and UX.

### Tools

Sketch App, InVision, Axure, Pen & Paper, Google Docs, Adobe CC, Evernote, Omnigraffle, Keynote.

### Skills

Research & Analysis, Presenting, Data, Planning, Copywriting, Analysis, Brand, Digital, Consumer, Service, Cross-Platform, Collaboration

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### Experience

#### POCAAN / UX Designer and Researcher

2016, SEATTLE, WA

- Created a human-centered responsive design that delivers on the needs of both the organization's donors and clients.
- Developed user research, sketches, personas, concepts and strategy to execute on a design to solve POCAAN's digital design issues.
- Communicated a beautiful design philosophy with a comprehensive site map, navigation, content strategy, visual design and approach to mobile.

#### Nike Inc. / Global Digital Commerce

2013 - 2016, BEAVERTON, OR

- Delivered insights related to key contact drivers, hot topics, products, athletes, issues and trends to better the consumer experience on Nike.com, increasing customer loyalty, conversion, and retention.
- Transformed the consumer experience as the first CS 2.0 group on Nike.com; utilizing Needle Chat, CSP, RNW, AKB and social media to best help consumers, increasing customer loyalty, return and conversion/retention.

#### iCracked / Operations and eCommerce Team

SUMMER 2013, REDWOOD CITY, CA

- Managed execution of product management and fulfillment, shipping and logistics, inventory control, onsite iPhone repairs, as well as recycling, inspecting and logging thousands of devices received each week.

#### Nike Golf / Global NG360 Consumer Services and Data Manager

2012 - 2013, BEAVERTON, OR

- Worked closely with the Digital Marketing Manager and Global Digital Director at Nike Golf to develop NG360, Global Digital Brand Marketing tool for the brand and a next-generation digital golf experience.
- Collaborated with digital agency Blast Radius to handle all NG360 consumer questions, triaging user issues and manage the updating of golf courses in the United States and Europe.

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## Education

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### General Assembly / UX/UI Design

Oct 2016 - Dec 2016, Seattle, WA

10-week UX Design Immersive Program, 60+ hours per week. Learned and applied principles of the UX Design process across 5 projects

### University of Oregon / Business Administration

Sept 2005 - June 2009, Eugene, OR

Bachelor of Science in Business Administration and Management,  
Concentration: Sports Marketing, Non-business breadth: International Studies

### Dale Carnegie / Effective Communications and Human Relations

Sept 2009 - Dec 2009, Portland, OR

Certificate of Achievement in leadership and communication.

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## Organizations

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General Assembly Seattle, Young Professionals of Seattle, Puget Sound SIGCHI, Design Thinking & Innovation Collective, New Tech Seattle, Seattle Information Architecture & User Experience Meetup