



TYLER PRUYN

UX ARCHITECT · VOICE DESIGNER

FREELANCE (2016-2017)

Mango Concept (3 months)

- Product design, UX, branding

DIDA Academy (3 months)

- Logo/Branding, UX consulting for web

Paws & Rec (ongoing)

- Logo, Branding, Apparel Design

EDUCATION

General Assembly

User Experience Design Immersive
February 2016 - April 2016 (3 months)

School of Visual Arts

BFA, Graphic Design
2005 – 2009 (4 years)

TOOLS

- JIRA
- Trello
- Sketch
- Marvel
- Invision
- Photoshop
- Illustrator
- App Annie
- Sayspring
- Zeplin
- Alexa dashboard
- Appbot
- Apptentive
- Slack

EXPERIENCE

Expert in Residence at General Assembly

March 2017 - Current

- Teaching and coaching students in a 12 week part time UX design class
- Hosting after class hours to discuss projects and clarify topics learned in class
- Providing feedback to students on how to improve their design approach
- Preparing materials, attendance, and supporting lead instructor in classroom
- Working towards a lead instructor role in user experience design

UX Architect at The Economist

August 2016 - May 2017

- Responsible for UX support in digital solutions and new product innovation
- Worked in cross functional teams for agile product development
- Designed screens during app development and implementation
- Evaluated visual parity and feature performance during platform migration
- Conducted competitive and conversion funnel analysis
- Created feedback system to assess potential risks during rollout
- Designed voice interface of espresso app for the Amazon Alexa

UX Design Consultant at Tansler

March 2016 - April 2016

- Provided detailed user research and analysis of the existing site.
- Offered design recommendations to improve conversion and functionality.
- Conducted user testing, surveys, and interviews to synthesize research.
- Presented our findings, 2 week scope, and design focus to the client.

Deliverables: Competitive analysis, journey maps, user flows and personas, user testing and iterations, design recommendations, wireframes, prototype, detailed research report with site audit and findings.

Owner/ Art Director at MADEUSA INC.

October 2011 - March 2016

- Running day to day operations for design and custom screenprinting studio.
- Responsible for designing client art, managing client orders and production.
- Training employees to understand preparation and screenprint procedures.
- Running production of detail oriented jobs on manual and auto presses.
- Managing invoices/billing and providing estimates for new clients.
- Keeping track of materials and managing workflow of employees.
- Discussing order requests with clients and ordering garments for printing.
- Executing orders on time, maintaining rush orders and preparing for shipping.

Contact

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