

# Tyler Hagan

Product Designer based in Berlin, Germany

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## Experience

**EIGENSONNE** — UX/UI Engineer & Product Designer    2017 - Present

An end-to-end holistic role as Creative Lead, Designer and Front End Developer whilst growing the company and brand, with success and rapid scale up I moved to work closer with the product team, which included:

- Product & UX/UI Design/Strategy
- Mobile Application Design
- User Experience Research
- Conversion Rate Optimisation (“High cost” Lead Generation)
- Front End Advanced Solutions
- Rapid Concept and Prototyping
- Design System & Brand Guidelines

**Sygnis** — Creative Lead    2016

Lead and drove the update of the multi-language company website and neon sign configurator.

**House of Kaizen** — Lead Developer    2015 - 2016

Development team lead in this multi-discipline digital agency and CRO company. Directly managing a team of 3 other developers. I also assisted in getting a contract with Intel Security to build and run their european McAfee online store. Which was developed in-house and continually optimised utilising lean UX methods.

## Education

**University of Greenwich** — BSc Web Development    2007 - 2010

**Amersham College** — BND Graphic Design    2005 - 2007

## Add. Qualifications

**Optimizely** — Developer and Platform Certification    2016

## Principles

Interface Design, Visual Design, Design Systems, Prototyping, Human Interface, Product Thinking, Design Strategy, User Research, Conversion Rate Optimisation, Front-End Development, Semantic Code, Information Architecture, A/B Testing, Quantitative Analysis, Competitor Analysis

## Toolbox

Figma, Adobe XD, Sketch, Adobe Creative Suite, HTML/CSS, JS, ReactJS, Storybook, Token Studio, Clarity, Analytics, Optimizely, VWO, FullStory, Omniconvert, Hotjar, Miro