Tyler Searle

Sr. Product Designer │ 10+ Yrs Exp │ Enterprise SaaS │ AI Products

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EXPERIENCE

Senior UX Designer at Buyers Edge Platform

June 2022 - Present

- Led UX for an AI-powered chatbot serving **68,000** members across 4 enterprise products, reducing inbound support demand by **1,300** hours annually.
- Designed and scaled 2 enterprise design systems, generating **$1.1M** in annual cost savings
- Partnered with Product and Engineering to launch a new analytics product for procurement teams, saving users **8,320** hours annually
- Conducted usability testing with customers, distributors, and manufacturers, driving a **125%** increase in user engagement

Senior UX Designer at Pronto

May 2021 - May 2022

- Led design for a chat app on Desktop, iOS, and Android, maintaining a **4.9** rating on the iOS App Store from **15,000+** reviews.
- Established a weekly cross-industry usability testing group, boosting user satisfaction by **147%**.
- Developed 2 design systems for iOS and Android, saving **$156,000** annually and boosting efficiency by **60%**.
- Created an admin portal for bulk user management, cutting manual effort and saving **95 hours** annually.

Senior UX Designer at Digital Guardian

August 2018 - May 2021

- Led the design of **four cybersecurity products**, generating **$74.5** million in annual revenue.
- Established a user testing group with security analysts, enabling UX to test **48 features** annually and increase satisfaction by **70%**.
- Developed a design system that saved the company **$3.75 million** over 2.5 years.
- Implemented a UX/UI review process that saved **758** development hours over **2 years and 11 months**.

ADDITIONAL EXPERIENCE

UX Designer at Unicity International

August 2017 - August 2018

UX Designer at Lingotek

April 2017 - August 2017

UX Designer at Flagship Creative

June 2016 - April 2017

EDUCATION

Utah Valley University

B.S. Digital Media - Interaction Design

A.A.S Information Technology

MENTORING

UX Design Mentor at Career Foundry

Sept 2022 - Present

- Mentored **35+** students through the UX bootcamp program since 2022.

UX Design Mentor at Thinkful

Sept 2020 - January 2022

- Mentored **20+** students through the UX bootcamp program.

SKILLS

Product & UX

Product Design (0→1 & Scale)
AI & Chatbot UX
Design Systems & Component Libraries
User Research & Usability Testing
Information Architecture & Journey Mapping
Accessibility (WCAG)

Execution

Figma
Wireframing & Prototyping
iOS & Android Design
Data Visualization

Collaboration

Cross-functional work with Engineers & PMs
Stakeholder alignment & design strategy

Technical

HTML, CSS, JavaScript