

TYLER TOUPIN

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CAREER SUMMARY

<https://www.tylertoupin.com/>

Username: guest1

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A Digital Solutions Creative with expertise in UI/UX design & development, and a savvy understanding of branding in corporate and small business spaces. A flexible decision maker with excellent written and verbal communication skills, who excels in team environments.

PROFESSIONAL EXPERIENCE

Woodland Direct

August 2021 - March 2024

Auburn Hills, MI — Hybrid

User Experience Designer

As the sole UX Designer I brokered all of the enhancements and new features to Woodland Direct's eCommerce platform. Utilizing wireframes/interactive and responsive design mock ups, I collaborated with our Development Team, sales professionals, and Content Team to improve the performance of our products.

- In a year, our freshly minted experience department successfully doubled the conversion rate on our eCommerce platform from our 2021 average of .18% to the 2022 average of .35%.
- In my tenure at the company I pioneered other projects improving metrics such as item adds per cart, user bounce rate, average order value (AOV), user time on site/pages visited, overall revenue per traffic volume, and many more.
- Our Customer Engagement Strategist and I meticulously tested projects via Google Analytics/Salesforce/VWO in order to ensure that our users are engaging with new materials and variants.
- Our researching methods included A/B testing, user session recordings, heat mapping, user surveys, user persona exercises, journey mapping, and more.
- I wrote comprehensive build instructions for our Development team to follow each project I put together highlighting functionality guidelines and basic front-end markup to aid in the process.
- I was heavily involved in the QA process for every project that I pioneered via Github and Monday, following an AGILE ticketing/sprint system.
- I served as the median between marketing, development, and graphics/content, speaking on behalf of each in particular meetings if needed.

Nostrum Energy (Robert Half - Contract)**April 2021 - August 2021****Ann Arbor, MI — Remote****Web Developer/Designer (UX)**

Served as the lead for Nostrum High Performance's new eCommerce website build from end-to-end. Working with their in-house graphic designer and account management, I pieced together design concepts that translated to the web per best practices and practicality.

- Worked from flow charts and several high & low resolution mockups to ensure Nostrum's needs were met in the fashion they expected.
- Met in collaborative meetings with the Nostrum team to discuss needs and present active work, explaining rationale and working with limited margins/resources.
- Utilized BigCommerce as the main platform for their eCommerce back-end cms, building out a fully-custom website with complex elements such as vehicle searches and conditional behavior of the website; bridging the gap between custom functionality and BigCommerce automation.
- Designed and developed sleek assets and website elements to ensure that the transition from their Wordpress site to their eCommerce platform was as seamless as possible for a user.
- Held several QA meetings with the Nostrum teams to surface issues, gather insight, and pivot when needed.

BI Worldwide (Robert Half - Contract)**November 2020 - August 2021****Detroit, MI — Remote****Designer/Web Developer (UX)**

Re-designed user interfaces of internal assessment tools for Mack and Volvo trucks from end-to-end. Built front-end architectures for said tools including interactive graphs, message prompts, and front-end animation/transition. Developed secure back-end data basing frameworks including password reset functionality and email verification. Also designed static work including event layout diagrams for other projects.

- Formulated comprehensive designs based off wireframes, internal documentation, and journey maps.
- Designed and planned for multiple usertypes including Dealership Representatives, Regional Managers, and Corporate Officials.
- Worked within a proprietary ticketing system working in tangent with our development team, pacing work in a sprint system (AGILE environment).
- Front-end tasks included building sleek, interactive graphs and functionality connected to an existing database - displaying vital information in a palettable fashion.
- Back-end development assignments included building a secure password reset system from scratch along with an email verification system.
- Developed assessment tool utilizing the Angular framework, jQuery, MySQL, and PHP.
- Overhauled other miscellaneous existing designs - improving on usability, practicality, and overall aesthetics.

Full-time Freelancing — Remote/On-site**March 2020 - Present****UI/UX Design and Development**

I design and develop custom - fully-responsive websites, SEO, PPC campaign ads, design logos & branding schemes, and do printed works for my clients. All websites are engineered with the user in mind, establishing fluidity in the browsing experience on mobile, tablet, and desktop.

- My current client's industries include landscaping/lawn care, shrink wrapping, online retailers, and botanical solutions.
- I utilize 2D software such as Photoshop and Illustrator for web graphics and vectored artwork, Adobe XD and Sketch for wireframing and prototyping, Wordpress for eCommerce sites, After Effects and Flash for 2D animation, Blender & Maya for 3D modeling and animation, and Unity for interactive environments.
- We have branded an alias that my colleagues and I freelance under, creating a logo and website as a place to send clients. The url is <https://www.4-2studios.com>

ES3 Inc. (Robert Half - Contract)**February 2020 - March 2020*****Rochester, MI — On-site****Instructional/Graphic Designer**

Designed and programmed responsive, internal training courses for automotive clients end-to-end via Adobe Captivate. Structured content via HTML, CSS, and .js on proprietary LMS systems. Primarily worked on courses for Mercedes Benz.

- Programmed custom quizzes and interactions via Adobe Captivate, creating/improving graphics via Photoshop.
- Worked from thorough wireframes and documentation to ensure polished end products.
- Implemented comprehensive testing and troubleshooting on mobile and tablet devices, adjusting our interfaces based on best practice.
- Worked efficiently and effectively, hitting deadlines that were before deemed impractical given the resources at hand.
- Scripted additional functionality to meet complex needs.
- Edited video and audio clips for implementation in relevant lessons.

** Relationship ended short due to complications with the COVID-19 breakout.*

Raytheon (Apex Systems - Contract)**August 2019 – December 2019****Troy, MI — On-site/Remote****Instructional/Graphic Designer**

Designed responsive, internal training courses at GM, the United States Military, and DTE Energy from end-to-end. Converted dated digital artwork and motion graphics from flash to HTML5 for implementation on a more up-to-date CMS/LMS system.

- Worked from thorough wireframes and documentation in collaborative meetings with account executives and marketing leads to ensure user needs were met.
- Designed and developed quizzes, drag and drop activities, motion graphics, and static imagery.
- Utilized HMTL conversion in Adobe Animate, Articulate Storyline, and Adobe Captivate.

- Implemented design work through a cms, by means of HTML, CSS, and .js.

CDK Global (Full-Time)

Detroit, MI — On-site

October 2017 – June 2019

Web Design Specialist II

Designed landing pages, custom CTA sections, and static advertisements for automotive dealerships. Worked with GM (Chevrolet, Buick, GMC, and Cadillac), Ford, Lexus, Infiniti, Mazda, Hyundai, Volkswagen, Nissan, and more. Utilized HTML, CSS, and .js to implement changes to live websites via a proprietary CMS.

- Structured comprehensive landing pages for desktop and mobile views, placing emphasis on heirarchy in regards to relevant offers and meaningful content.
- Coded custom, interactive CTA sections on dealership websites via HTML, CSS, and .js.
- Designed and implemented 2000+ custom web advertisements for dealerships from the aforementioned vehicle brands, bridging the gap of client request and OEM compliance.
- Coordinated closely with Account Advocates and Dealership Representatives (via conference/individual calls and email chains) to accomplish complex tasks, and to hash details of the work they needed done.
- Maintained a position in a high percentile for case volume, consistently meeting strict deadlines and maintaining a 95% accuracy rate for initial quality in our internal metrics system (client changes).
- Provided quality insight in company projects to increase job productivity; resulting in higher, department-wide percentage rates of case turnover and on-time/same day completion for requests.

CDK Global (Apex Systems - Contract)

January 2017 – October 2017

Detroit, MI — On-site

Web Designer

Worked as a contract web designer for Apex Systems at CDK Global. See the listing above for job duties and accomplishments. *Hired full-time October 2017.*

Freelance Design/Web Development

December 2015 – January 2017

Designed and developed responsive websites from scratch for small business and personal use *while finishing my degree*. Also, worked contract for an established design agency to clear backed up workloads.

- **Klean Yard Pros** – www.klpros.ca - Designed and developed a website, logo, and brand identity for KLP.
- Designed and developed my own portfolio site.
- Worked briefly with another web design firm to help clear a backed up workload. Designed websites and managed files for government agencies.
- Designed invitations and certificates for other clientelle.

High Level Marketing

West Bloomfield, MI — On-site

July 2014 – September 2015

Web Designer (UX)

Designed responsive websites from end-to-end, splash pages, brand identities, and PPC campaign ads for businesses in multiple industries. Made various updates to live websites and structured internal page layouts via custom HTML/CSS, while operating within a proprietary CMS.

- Worked closely with the Development Team, SEO team, and Copywriters to ensure functionality in custom designs, and to establish sketches and wireframes for each project.
- Built high resolution mock-ups for each project for review and QA with or clients, creative team, and development team before the build out stage.
- Worked in an AGILE environment with a ticketing system to track tasks and work seamlessly with other departments.
- Designed a plethora of custom websites from scratch, including internal page layouts.
- Communicated regularly with the Customer Experience team, approving customer requests and answering technological-related questions.
- Manually pushed updates to live websites via FTP and Git.
- Coded CSS utilizing SASS.

TECHNICAL SKILLS

- UI/UX Design/Development
- Prototyping/Wireframing/User Research
- HTML, CSS, JavaScript, jQuery, Angular, PHP, SQL
- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere, Animate, and more)
- Prototyping Softwares such as Figma, Adobe Sketch, XD, and UXPin
- A plethora of proprietary CMS's
- Collaborative tools including JIRA, Monday, InVision, Slack, and more
- Microsoft Office Suite

PORTFOLIO SAMPLES

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EDUCATION & CERTIFICATIONS

Oakland University – Rochester, Michigan

B.A. – Bachelor of Graphic Design

UX Design Techdegree - Team Treehouse

REFERENCES

Furnished upon request.