

About Me

Highly skilled UI/UX designer with a demonstrated history of delivering successful user-centric digital solutions in the retail industry. Possessing a passion for eye-catching design and intuitive user experiences that meet business and user needs. Proven ability to collaborate with cross-functional teams that lead to increased revenue and profitability.

Soft Skills

Collaborative	Problem Solver
Empathetic	Active Listener
Team Player	Positive
Communicative	Storytelling

Hard Skills

Adobe Creative Suite	Branding & Identity
Microsoft Office Suite	Graphic Design
Wireframing	HTML / CSS
Prototyping	CMS Management
Design Research	Project Management

Education

VALPARAISO UNIVERSITY
Valparaiso, IN | 2000 - 2002
BA, Graphic Design

LAKE FOREST COLLEGE
Lake Forest, IL | 1997 - 1999
None, Studio Art

Certifications

BAYMARD INSTITUTE
Certified E-Commerce UX
Professional, 2020

Awards

TAKKT QUARTERLY HERO
Issued by TAKKT AG | July 2020
The TAKKT Quarterly Hero is an award that was created to recognize individuals for their extraordinary contributions to TAKKT Group's success in the categories of Transformation, Growth and Customer Success.

Recent Experience

National Business Furniture / Milwaukee, Wisconsin

An online only commercial office furniture company that sells mid-level furniture solutions to businesses, schools and agencies.

Senior UX/UI Designer / July 2022 - Present

- Created user-focused designs informed by market analysis, user research analytics, customer feedback and requirements.
- Designed mock-ups and click-through prototypes as necessary for each product.
- Developed example high-level requirements, conceptual diagrams and visual interface designs.
- Created key design deliverables specific to each product, such as scenarios and use-cases.
- Had an intimate understanding of the development process and technical systems constraints.
- Provided accurate feature descriptions and acceptance criteria for development.
- Understood technical aspects of coding responsively and how that relates to business requirements.
- Presented recommendations, research and design vision to stakeholders and executive leadership.
- Managed projects while aligning with multiple project streams, which includes Project Managers and Development teams.
- Project managed outside agencies to meeting project scope and timeframe.

UX Specialist / July 2020 - July 2022

- Worked as a cross-functional team member within an Agile Scrum environment.
- Self-initiated UX audit of e-commerce websites & presented findings to stakeholders.
- Designed prototypes for web pages and landing pages to improve customer experience.
- A/B tested reorganization of site navigation through CMS and increased top category page values by more than 60% while also decreasing the page exit rates by 11%.

Hausera / Pleasant Prairie, Wisconsin

An online only home improvement retail company that sells hardware and lighting products.

Creative Manager / June 2017 - April 2020

- Promoted to the position of Creative Manager after demonstrating an ability to learn quickly and to better utilize my coding, marketing and user experience skill sets.
- Established process for requesting creatives from Creative Department to better improve clarity on workload bandwidth.
- Project managed creative requests for internal and external stakeholders.
- Project managed outside agencies to meet project scope and time frame.
- Designed and prototyped web pages to improve user experience.
- Designed creative and responsively coded marketing emails to better improve Click Through Rate and Conversion Rate.
- Wrote HTML and CSS for responsive mobile & desktop website as well as marketing emails.
- Designed and created print-ready proofs for internal "Customers First" rebranding campaign.

Email Marketing Manager / April 2016 - June 2017

- Promoted to the position of Email Marketing Manager after demonstrating an ability to quickly apply previously learned email marketing strategies.
- Using standard KPI's created segmentation strategies, A/B testing of subject lines, content layout and time of send which increased open rates by 21% and increased click-through rates by 12%.
- Prototyped, designed and coded email marketing templates.
- Established and managed triggered email campaigns throughout the customer life cycle.
- Reported, tracked and analyzed campaign performance proving success strategies and ROI.
- Project managed and mobilized Email Service Provider (ESP) migration.

Front End Developer / April 2015 - April 2016

- Implemented a mobile-first approach to existing legacy Ecommerce website.
- Collaborated with other Front End Developers to design and implement new website features.
- Tested code for quality assurance prior to live deployment.
- Designed and managed creative for site-wide promotional campaigns.

 **To view more experience, please visit [linkedin.com/in/tyrcha/](https://www.linkedin.com/in/tyrcha/)**