

Contact

www.tyrcha.com
linkedin.com/in/tyrcha/

Soft Skills

Collaborative
Empathetic
Team Player
Communicative
Problem Solver
Active Listener
Positive
Storytelling

Hard Skills

Adobe Creative Suite
Wireframing
Prototyping
Figma
Design Research
Branding & Identity
HTML / CSS
CMS Management
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 2022
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.

SCOTT TYRCHA

Senior UX/UI Designer

Results-driven digital UX leader with over 10 years of expertise enhancing User Experience for both B2B and B2C companies. Proven track record in identifying and implementing scalable UX solutions, emphasizing user-centered feature design, stakeholder collaboration, roadmap development, research, A/B testing, and optimization. Strong project management skills within agile Scrum development lifecycles, including proficiency in accessibility (ADA) requirements and successful collaboration with agencies. Well-versed in conducting self-initiated UX audits, creating comprehensive product requirements, and generating design documentation. Experienced in front-end development, committed to delivering impactful solutions that drive profitability.

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

- Developed user-focused designs by synthesizing insights from market analysis, user research analytics, customer feed-back and requirements, which led to a 23% increase in overall user experience.
- Designed and executed updates to the user interface design of the Shopping Cart and Checkout flow, resulting in a significant 10% increase in Con-version Rate (CVR) and a 15% reduction in Cart abandonment.
- Led the design of a Volume Discount Meter website feature, contributing to a significant 25% increase in total order Average Order Value (AOV).
- Crafted user stories and detailed product feature specifications to ensure clear comprehension by both internal and external development teams, leading to an increase of 20% in project delivery accuracy.
- Managed external agency resources ensuring alignment with project scope and timeline requirements, resulting in a 50% project delivery efficiency increase.

UX Specialist / July 2020 - July 2022

- Presented wireframes, mock-ups, walkthroughs, and interactive prototypes to effectively communicate product designs with stakeholders and executive leadership leading to better product accuracy and companywide alignment.
- Participated actively as a cross-functional team member in Scrum ceremonies, contributing to defining the product vision, roadmap, identifying opportunities for process improvement and monitoring overall project health.
- Independently conducted a UX audit of retail websites, subsequently contributing to the initiation of yearlong product roadmaps for the e-commerce team, which ultimately led to a 18% increase in overall site Conversion Rate (CVR) and 20% increase in overall revenue.
- Implemented A/B testing strategies in the reorganization of site navigation through CMS, leading to an increase of over 60% in top category page values and coupled with an 11% decrease in page exit rates.
- Led the redesign of OfficeFurniture.com and OfficeChairs.com, successfully delivering full-site redesigns within a 2-month timeframe.

Hausera / Pleasant Prairie, Wisconsin

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

Creative Manager / June 2017 - April 2020

- Demonstrated rapid learning abilities and effectively utilized coding, marketing, and user experience skill sets, leading to a promotion to the role of Creative Manager.
- Implemented a streamlined process for requesting creatives from the Creative Department, enhancing clarity on workload bandwidth by 37%.
- Successfully project-managed creative requests for both internal and external stakeholders, as well as external agencies, ensuring alignment with project scope and timeline requirements.
- Prototyped and developed updates to website user interface and page layouts, resulting in a 45% improvement in overall user experience.
- Designed and produced print-ready proofs for the internal "Customers First" rebranding campaign.

Email Marketing Manager / April 2016 - June 2017

- Demonstrated rapid learning abilities and effectively utilized coding, marketing, and user experience skill sets, leading to a promotion to the role of Creative Manager.
- Implemented a streamlined process for requesting creatives from the Creative Department, enhancing clarity on workload bandwidth by 37%.
- Successfully project-managed creative requests for both internal and external stakeholders, as well as external agencies, ensuring alignment with project scope and timeline requirements.
- Prototyped and developed updates to website user interface and page layouts, resulting in a 45% improvement in overall user experience.
- Designed and produced print-ready proofs for the internal "Customers First" rebranding campaign.

Front End Developer / April 2015 - April 2016

- Implemented a mobile-first approach for the existing legacy e-commerce website pages and user interface, resulting in a 50% enhancement of the overall website's user experience.
- Collaborated with Front End Developers to design and implement new website features, conducting code testing for quality assurance prior to live deployment.
- Led the design and management of creative assets for sitewide promotional campaigns.

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