

Tyler Fraser

*aficionado of user experience
designer for the web
curator of processes*

I'm a creative, but I'm also a problem-solver. My jack-of-all trades skillset and motivation to progress allows me to succeed in any environment. I like conceptualizing, and I thrive working with others to solve challenges. Whereas someone might get overly-excited about good food or new music, I get a proverbial high off of a creative or programmatic piece that comes together and really knocks the socks off of someone. It's why I'm in the industry, and it's why my passion never ceases to grow for it.

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Located in Grimsby, Ontario, Canada

PROFESSIONAL EXPERIENCE

Perfect Afternoon

Nov 2010 to Apr 2024

perfectafternoon.com

— Chief Operating Officer (Jan 2022 to Apr 2024)

Worked diligently to ensure each department within the company was supported with what they needed to be successful, as well as focused on overall strategic vision and growth for the company.

ROLE/ACCOMPLISHMENTS:

- Regularly monitored and reviewed of company financials (i.e. P&L, employee profitability, weekly/monthly billing) to ensure intake vs. output is working in favor of yearly targets.
- Converted estimation tactic to value-based selling, resulting in 25-50%+ margin increase on all output.
- Guided and collaborated with each department head to assist with growth, and provided guidance on priorities for best output.
- Crafted a tree-based skill progression chart to monitor and motivate individual employee growth for both company effectiveness monitoring, and employee growth motivation and guidance.
- Successfully researched, vetted, and engaged with new external development partner - including crafting all new processes, communication standards, and scope of work templates.
- Improved company operational structure and processes, including consolidation into new systems-based methodology that centralizes processes and the steps to create/maintain them.
- Made decisions on company expenditures for equipment, software, or other internal acquisitions, as placed against budgets set forth by management each year.
- Facilitated core hiring for each department, including defining steps and processes for onboarding, and providing input on fit for potential hires.
- Collaborated with Sales Manager to define best practices for selling the right product to the right client, and how that process was enacted internally for largest profit and most optimal output.

— Creative Director (Apr 2014 to Jan 2022)

Responsible for the visual and functional quality of all web development projects from start to finish.

ROLE/ACCOMPLISHMENTS:

- Provision of professional, operational and visual direction on a variety of web-related projects for highest quality within budget.
- Guided shift from Photoshop as a core layout tool to Figma, increasing quality and reducing time for creating design-to-code concepts.
- Introduced user experience (UX) practices to the agency, including helping to craft package offerings for clients for curated user testing, screen recording user analytics, and overall UX analysis.
- Collaborated on detailed styleguide process for curating handoff of intended styles to Development team.
- Successfully saw over 50 custom websites brought from concept to completion (the majority on WordPress, but also Magento 2 and Laravel).

— Project Manager (Dec 2011 to Apr 2014)

Managed and oversaw each of the projects that went in and out of the company.

ROLE/ACCOMPLISHMENTS:

- Communicated with clients daily to ensure expectations were met and tasks were accomplished.
- Managed workflow and acted as the liaison between the team and clients.
- Managed weekly/monthly internal scheduling for team of 10.
- Defined and wrote project/task processes aimed at standardizing projects and ensure quality assurance needs were met.
- Facilitated billing to ensure the maximum output in an effort to meet billing goals.

— Designer/Developer (Nov 2010 to Dec 2011)

Designed and developed front-end of basic HTML/CSS websites, as well as creating visual assets for maintenance - including banners, pay-per-click advertisements, and art direction

ROLE/ACCOMPLISHMENTS:

- Worked within HTML and CSS framework crafted for company's usage.
- Employed basic PHP for includes and variables.
- Designed pay-per-click advertisements per best practice and specification standards at the time.
- Handled print-related marketing material output for the company and for clients.

Freelance

tyfraser.com

Took on a variety of digital products, including website design, website development, logo/brand guidelines, and marketing material (brochures, business cards, posters, flyers, letterheads).

Education

Central Michigan University

Bachelor of Fine Arts (BFA)

2005 to 2010

My skillset includes

Photoshop

Illustrator

InDesign

Figma

Art Direction

UX

HTML

CSS

WordPress

Branding

Team/Project
Management

Other familiar skills and tools include:

WordPress (administrative + theme templating), version control (Git), Sass (sass-lang.com), general server administration (cPanel/WHM), DNS, email setup/configuration)

I've also had the privilege of speaking at several venues over the years:

digitalsummit
DETROIT

digitalsummit.com

Member of UX Panel

GRAND
CIRCUS

grandcircus.co

*Industry/Agency
Presentation (5x)*