



Tyler Fraser

User Experience Design Manager

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Location: Grimsby, Ontario, Canada (Canadian PR / US Citizen)

SUMMARY

I'm a design and UX leader with 14+ years of experience guiding cross-functional teams, shaping scalable systems, and elevating design quality through clear UX strategy and data-informed practices. As COO and Design Director, I helped evolve a long-standing web agency into a design-led organization by improving processes, strengthening team culture, and aligning design excellence with meaningful product outcomes. My focus is on creating clarity, refining how teams work, and ensuring user needs, business goals, and execution stay tightly connected across every stage of a project.

- Built an agency-wide UX program (quantitative testing, qualitative research, behavior analytics), earning 75%+ client adoption and establishing recurring revenue.
- Modernized the agency's design workflow by transitioning the agency to Figma, reducing design and prototyping time by 30% and improving client comprehension through interactive, responsive prototypes.
- Created a unified design system and cross-functional handoff framework, reducing design/development timelines by 25%+ and strengthening alignment between design, development, and project management.
- Developed hiring and growth frameworks (multi-stage hiring process, talent trees, structured mentorship, culture initiatives) that improved team cohesion, collaboration, and accountability across disciplines.
- Delivered 200+ custom digital products (budgets \$10K-\$100K+) across industries, ensuring consistent quality, usability, and strategic alignment from discovery through launch.

PROFESSIONAL EXPERIENCE

Freelance Web & UX Design (April 2024 to Current)

tyfraser.com

Principal UX Designer

Working closely with small to medium-sized businesses to create user-centered experiences through research-driven design, wireframing, prototyping, and usability testing.

- Constructing custom, impactful, and intuitive interfaces for WordPress-based websites.
- Conducting user research, usability testing, and data analysis to inform design decisions and improve user experiences.
- Developing wireframes, interactive prototypes, and high-fidelity designs using Figma.
- Collaborating with in-house developers, product managers, and stakeholders to interpret goals, understand scope, and build solutions that align with these efforts.

Perfect Afternoon (November 2010 to April 2024)

perfectafternoon.com

Chief Operating Officer (January 2022 to April 2024)

Led cross-functional alignment across all departments, ensuring teams had the guidance, structure, and support needed to execute successfully and remain connected to the company's overall strategic direction.

ROLE/ACCOMPLISHMENTS:

- Led cross-functional design strategy and planning for a 10–15 person digital agency, aligning UX, development, marketing, and project management around shared KPIs, quality standards, and operational structure.
- Built and operationalized a full UX suite (quantitative/qualitative testing, behavior analytics, usability reviews), including documentation, pricing models, team training, and client onboarding; achieved 75%+ client adoption of the product line and built a new channel of recurring revenue.
- Designed and implemented a multi-stage hiring process (portfolio review, on-the-fly design/code test, DiSC assessment) and skills-based onboarding program mapped to department-specific talent trees.
- Created agency-wide cultural programs including quarterly “campfire” alignment sessions, annual off-site workshops, structured mentorship cycles, and peer-voted MVP awards to reinforce accountability, autonomy, and creative excellence.
- Architected the agency's operational systems, standardizing workflows, communication paths, documentation, and interdepartmental handoffs, reducing redundancy and improving clarity across teams.
- Transitioned the agency to value-based pricing, reframing delivery around outcomes and strategic impact, improving margins by 25%+ without increasing workload.
- Vetted and onboarded new external development partners, writing the workflow standards, scope templates, and communication frameworks to support scalable output.

- Partnered directly with clients and stakeholders to translate business goals into UX strategies, increasing client retention by 25%+.

Design Director (Apr 2014 to Jan 2022)

Defined UX strategy across 75+ client projects and ensured the visual and functional quality of each deliverable, establishing a consistent, data-driven, systems-based design practice from concept through launch.

ROLE/ACCOMPLISHMENTS:

- Built the agency's first design system framework, including component libraries, naming conventions, versioning standards, and dev-aligned documentation, reducing design and development time by 25%+.
- Created structured UX offerings (usability testing scripts, analytics templates, session-replay analysis, behavior heatmaps) and trained clients on interpreting data to guide redesigns and feature development.
- Embedded data into every design review, integrating HotJar, Userbrain, and Google Analytics insights into presentations to move stakeholders from opinion-based to evidence-based decision-making.
- Mentored designers through quarterly development plans tied to the talent tree, improving skill progression, autonomy, and team cohesion.
- Collaborated with developers to align naming conventions, component structure, and handoff guidelines, ensuring seamless translation from Figma to code.
- Presented designs directly to clients, articulating the reasoning behind UX decisions, selling value-driven enhancements, and guiding clients through user-centered logic.

Project Manager (Dec 2011 to Apr 2014)

Led 100+ website and marketing projects to completion, facilitating daily client communication and actively working with the UX design and development team to relay and guide the end product.

ROLE/ACCOMPLISHMENTS:

- Ensured project structure and organization were efficient, allowing projects to succeed from both the client's and the agency's perspectives.
- Managed weekly/monthly internal scheduling for a team of 10, ensuring team members with the scope and, therefore, the business strategy behind the scope itself for empowerment.
- Helped empower the client to embrace a design-led approach that our team was proposing.
- Defined project processes to standardize projects and ensure quality assurance needs were met.

Front-End Engineer (Nov 2010 to Dec 2011)

Designed, developed, and maintained over 25 websites, as well as created visual assets for marketing campaigns - including banners, pay-per-click advertisements, and art direction.

ROLE/ACCOMPLISHMENTS:

- Worked within HTML5, CSS, and PHP base code framework crafted for the agency's usage for consistency and maintenance improvement.
- 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.

SKILLS

- UX Strategy
- Design Leadership
- Design Systems
- Design Operations
- Cross-functional Collaboration
- Collaboration
- Stakeholder Management
- User Research (Qual & Quant)
- Prototyping
- UX Roadmapping

EDUCATION

Bachelor of Fine Arts - BFA,
Central Michigan University, 2010

INDUSTRY APPEARANCES

Digital Summit Detroit (digitalsummit.com)
Member of UX Panel

Grand Circus (grandcircus.co)
5x Industry/Agency Presenter