

# Tyler Wesson

Emeryville, CA · (669)-234-9595 · tylerkwesson@gmail.com · tylerwdesign.site (pw: gobears)

## EDUCATION

**University of California, Irvine**

Irvine, CA

Master of Human-Computer Interaction (HCI) and Design (4.0 GPA)

- Completed program while working full-time as a Product Designer.
- Graduate Capstone: CrunchLabs (EdTech, Mountain View, CA) Facilitated UX strategy sessions with C-suite stakeholders at an EdTech startup, translating UX research into a prioritized feature roadmap, cutting low-ROI features and achieving a 35% lift in user retention for a STEM hardware coding console.

**University of California, Berkeley**

Berkeley, CA

Bachelor of Arts, Media Studies

- D1 Men's Diving, Pac-12 Academic Honor Roll, and Varsity Letter Winner.

## EXPERIENCE

**Senior Product Designer (Product Experience Designer)**

**Santa Clara, CA (Remote)**

State Farm®

Aug. 2024 - Present

- Architected the end-to-end design direction for a 0-to-1 Book of Business reassignment tool, replacing a fully manual, Excel-based process projected in 2027 to handle ~\$8B in annual premium: defined user flows and error/success states and extended the design system with new component patterns, partnering directly with engineers from concept through build, cutting processing time by 30%, saving 1 hour per reassignment, and delivering \$155,700 in annual savings.
- Owned the end-to-end information architecture and interaction strategy for the clean energy marketplace, partnering with engineers, PMs, and data scientists to drive a record-high \$134K in revenue in a single month.
- Led 0-to-1 design of an agentic AI reporting tool, architecting the conversational interface structure and content model that converts Adobe Analytics into natural-language insights; applied cognitive load principles to surface LLM-generated output clearly, saving product teams 15 hours/week, and presented design rationale directly to executive stakeholders.

**Product Designer**

**Denver, CO (Remote)**

Housecall Pro (B2B SaaS, Series C)

Sept. 2022 – Jun. 2024

- Led UX strategy and information architecture for a 0-to-1 regulated benefits platform spanning health insurance, workers' comp, and 401(k) compliance workflows, scaling to \$10M in annual revenue within the first year; partnered end-to-end with Product and Engineering on interaction design and design system standards.
- Captured \$300K+ in ARR by designing end-to-end upsell flows, translating complex, compliance-sensitive pricing and packaging logic into intuitive, conversion-focused experiences.
- Designed end-to-end UX for a 0-to-1 fintech accounting product for small businesses, including a real-time conversational UI that guided users through high-stakes, compliance-sensitive financial decisions.
- Shipped 3 high-impact features by conducting usability testing and heuristic evaluations; presented structural design recommendations to executive leadership.

## TOOLS & SKILLS

**Tools:** Figma (Expert) · FigJam · Figma Make · Adobe Creative Suite · Miro · Maze · Optimal Workshop · UserTesting.com · Jira · Confluence · Notion · HTML · CSS · React · JavaScript · Cursor · Claude Code · Make (Automation)

**Skills:** Usability Testing · WCAG Accessibility · Information Architecture · Agile Development · iOS & Android Design Guidelines · Interaction Design · Qualitative Research · A/B Testing · Heuristic Evaluation · Design Systems · Stakeholder Presentation · Rapid Prototyping