

Tyler Hathaway

Product Design Leader & Creative Director

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Tools

Figma
FigJam
Claude Code
Cursor
Webflow
Adobe CS
Notion
Midjourney
Miro

Verndale

DESIGN DIRECTOR

May 2024 - Jul 2025

- Led 8-person design team across 22+ concurrent projects while serving as Creative Director on individual projects, overseeing teams of designers, project managers, and engineers
- Western Health Advantage: Led redesign of online portal and marketing site, while developing concept prototype for future mobile app to demonstrate expanded engagement opportunities
- Directed website redesigns and launches for Dogfish Head, Davies Ward Phillips & Vineberg LLP, and Analysis Group (EU)
- Created company-wide training "How to Be a Strategic Partner," teaching teams to identify client expansion opportunities beyond current engagements

DEPT® Agency

PRINCIPAL PRODUCT DESIGNER

Jan 2022 - May 2024

- Directly managed 4 designers, and led teams of designers, product managers, and engineers for each project
- Led end-to-end product development for Moody's KYC platform tracking sanctioned entities
- Foundation Medicine: Redesigned patient qualification tool for pharmaceutical clinical trials, dramatically reducing support calls
- Redox: Designed and launched self-service SaaS platform, reducing onboarding from weeks to hours and enabling acquisition of smaller clients

SENIOR PRODUCT DESIGNER

Jan 2019 - Jan 2022

- Directly managed 2 designers, and occasionally led teams of designers, product managers, and engineers for each project
- Led end-to-end product development for ezCater, Goldfinch Bio, Fidelity Investments
- Indigo AG: Transformed legacy crop data management system, enabling users to process in 1 day what previously took 3 months

BORN AI

LEAD EXPERIENCE DESIGNER

Oct 2017 - Jul 2018

- Designed chat-based experiences with focus on characters (ex Deadpool), deployed at major events including SXSW and NYC Comic Con with social activation teams

Digitas

LEAD EXPERIENCE DESIGNER

Feb 2016 - Oct 2017

- Directly managed 2 designers
- Led experience design of websites and digital products for brands including Bank of America, Dunkin', Reebok, Merrill Lynch

+ 7 more years of Visual Designer / UX Designer roles