TYE ROBINSON

Senior UX / Product Designer

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PROFESSIONAL SUMMARY

Senior UX / Product Designer with 10+ years of experience shipping mobile and web products across fintech, telecom, and enterprise workflows. Strengths include workflow simplification, information architecture, design systems, accessibility (Section 508), and usability testing, with measurable wins in conversion, login success, task efficiency, and support reduction. Known for close partnership with product management and engineering to move from problem framing to shipped outcomes.

SKILLS

Core: Product design, interaction design, mobile UX, information architecture, design systems, accessibility (Section 508), usability testing, heuristic evaluation, stakeholder management

Tools: Figma, Jira, Principle, Adobe CC (Photoshop, Illustrator, After Effects), Sketch, Balsamiq

SELECTED IMPACT

- USAA: Increased online mortgage application start-to-submit conversion by 33% within the first 3 months (funnel analytics + usability testing).

- AT&T: Increased successful login completion by 25% by improving account recovery and MFA verification (Splunk funnel analytics).

- Verizon: Reduced customer support calls by 25% and decreased average install completion time by 23 minutes per install, contributing to fewer truck rolls.

EXPERIENCE

Senior UX Designer | USAA | Remote | Aug 2022 - Sep 2025

Scope: Online mortgage application | iOS/Android banking app | member-facing, compliance-heavy funnel

- Owned end-to-end UX for the member-facing online mortgage application; shipped design system-aligned screens and interaction patterns that increased start-to-submit conversion by 33% within the first 3 months.

- Planned and executed usability testing (UserTesting.com + remote interviews) to identify navigation and form friction; iterated on the end-to-end application flow and improved task completion by 20% (n=100).

- Improved design-to-development handoff by standardizing Figma components, specs, and Jira-ready acceptance criteria; reduced UI QA bugs by 35% through clearer implementation guidance and consistent token usage.

Senior Product Designer (Contract) | Truist Bank | Remote | Feb 2022 - Aug 2022

Scope: Money movement journeys | web | retail banking customers | accessibility-first redesign

- Led redesign of key banking web app money-movement journeys (create savings goals/funds, schedule recurring transfers, and move money between accounts) using accessibility-first patterns; improved 30-day feature retention by 20% and reduced average task completion time from 12-15 minutes to 5 minutes over 3 months.

- Conducted UX audits and stakeholder interviews across product, engineering, compliance, and support; translated findings into a prioritized backlog and design sprints that shipped an end-to-end Move Money experience (account selection, transfer setup, confirmation, and error handling).

Lead UX Designer | AT&T | Remote | Jan 2021 - Feb 2022

Scope: Account recovery + MFA verification | web/mobile login surfaces | high-volume authentication funnel

- Redesigned account recovery and MFA verification flows through iterative prototyping and usability testing; streamlined the recovery journey from 5 steps to 3 using progressive disclosure and clearer error handling.

- Measured impact via Splunk funnel analytics over a 6-month period; increased successful login completion by 25% and reduced support tickets by reducing friction at identity verification.

- Produced wireframes through high-fidelity prototypes in Figma and validated iterations through usability testing; improved user activation rate from 40% to 61% within the first quarter post-launch.

UX Designer | ABM | Remote | Jul 2020 - Jun 2021

Scope: Frontline workflow app | mobile | warehouse associates | scaled rollout

- Designed and iterated on a mobile workflow app for inventory auditing; reduced task completion time by 40%, deployed to 500+ warehouse associates across 12 distribution sites (in-app time-on-task analytics).

- Built reusable dashboard templates and update guidelines for the University of Miami cleaning transparency dashboard; cut page/status update creation time by 30% and improved consistency across 8 campus building groups.

Lead UX Designer | Verizon | Remote | Jan 2019 - May 2020

Scope: 5G self-install onboarding + activation | mobile | customers + installers | field-tested flows

- Designed and tested 5G self-install onboarding and appointment-prep flows; improved readiness guidance, access instructions, and installer arrival communication, reducing customer support calls by 25% (field observations + installer feedback).

- Simplified activation and troubleshooting with clearer status messaging and recovery paths; reduced average install completion time by 23 minutes per install and lowered truck rolls for failed/unfinished installs.

Web Developer & Designer (Contract) | Gerdau America | Tampa, FL | Aug 2018 - Jan 2019

- Managed corporate websites and booking engines using HTML, CSS, and CMS platforms; maintained 99.9% uptime across web and mobile.

- Standardized UI patterns and implemented SEO improvements; increased organic website traffic by 15% over 6 months (Google Analytics).

UX Information Architect | Bayer | St. Louis, MO | Jul 2016 - Aug 2018

Scope: Enterprise billing dashboards | web | billing admins + finance teams

- Developed information architecture for enterprise billing dashboards using card sorting, stakeholder interviews, and usability testing; improved findability and reduced invoice retrieval time by 45% for billing administrators and finance teams.

- Created annotated wireframes and interactive sitemaps (Figma, Miro); reduced design-to-development iteration cycles by 20% as measured through Jira ticket analysis across 8 sprint cycles.

UI & UX Architect | Charter Communications | St. Louis, MO | Aug 2014 - Jul 2016

- Oversaw UX and front-end delivery for internal enterprise applications using HTML, CSS, and Figma; established a component library that improved design-to-development consistency and reduced design deviation by 40% (QA review).

- Redesigned workflows and micro-interactions using user feedback and usability testing; increased user satisfaction by 20% and reduced onboarding training time from 4 hours to 2.5 hours (training completion data).

UX / Web Application Designer (Contract) | Unisys | St. Louis, MO | Aug 2013 - Aug 2014

- Designed user flows, wireframes, and high-fidelity UI for internal web applications; improved task clarity through iterative stakeholder reviews.

- Built clickable prototypes to validate navigation and edge cases prior to development; reduced late-stage changes and improved stakeholder alignment.

- Supported implementation with UI specs, assets, and QA feedback to ensure design consistency and accessibility alignment.

EDUCATION

Southern Illinois University Edwardsville (SIUE) | Bachelor of Arts in Media Communication

CERTIFICATIONS

Google UX Design Certificate (2023)

IDEO U Design Thinking Fundamentals (2023)

Figma Masterclass - Design Lab (2022)