



TYLER PRUYN

PRODUCT DESIGN LEAD & MENTOR

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MENTORING

Designlab

Aug 2023 - Present

ADPlist.org

Jan 2022 - Present

EDUCATION

General Assembly

UX Design Immersive Course
2016

School of Visual Arts

BFA, Graphic Design
2009

TOOLS

Figma	Notion
Adobe CC	Fullstory
Miro	Pendo
Jira	Mixpanel
Linear	UserZoom
Confluence	Amplitude
Zeroheight	UsabilityHub

EXPERIENCE

Lead Product Designer at Darwin Homes

Sept 2022 - Present

- Brought in to help lead and support the design team and drive design processes of large product initiatives for our core property management platform.
- Coordinating communication across product, engineering, design, and operations to ensure alignment, consistency, and reduce risks/scope prior to implementation.
- Successfully lead the end to end design of a 0-1 tool focused on calculating the potential value of homes efficiently and managing the acquisition process at scale.
- Guiding the audit and redesign of critical system infrastructure and design components to enhance consistency, reduce development costs, and expedite implementation timelines.
- Formalized generative and evaluative research processes to align the design team's workflow with our product roadmap to enhance focus and prioritization.
- Established a comprehensive process for assessing prospective design hires while providing guidance and mentorship for the current design team.

Product Design Director at ButterflyMX

June 2020 - Aug 2022

- Joined as the founding designer responsible for building the product design team and process for our video intercom, access control and management software.
- Introduced and established user research and testing practices as a core function of the product development process.
- Lead the UX, UI, and IA evolution strategy for both mobile app and web experiences in collaboration with product and engineering leadership.
- Defined a working strategy with engineering for implementing our design system in tandem with ongoing product work.
- Lead the company through a structured redesign and rollout of a new logo and branding across all product channels and marketing assets.
- Promoted a culture of openness and collaboration while creating opportunities for the team to connect, learn, and grow.

(7+ years of experience in product design, previous experience available upon request)