Tyler King

UX/UI Designer with Visual Design Expertise

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Summary

Tyxler is a UX/UI Designer with 6+ years of product design experience and a background in visual and brand design. He specializes in wireframing, prototyping, and accessible digital experiences (WCAG, AODA). He has designed enterprise-scale portals and digital products for financial and retail clients including RBC Wealth Management, Manulife, Manitoba Public Insurance, and Loblaw Digital. Tyxler combines UX strategy with visual storytelling to create user-centered solutions that meet business and user goals.

Skills

UX & UI Design	Wireframing, Prototyping, **Interaction Design, Responsive Design,** Mobile UX/UI, **Accessibility (AODA, WCAG),** Design Systems
Visual & Graphic Design	**Branding & Visual Identity**, Iconography, Illustration, Print & Prepress, Marketing & Advertising Design
Design Tools & Software	**Figma**, **AdobeXD**, Sketch, Framer, FigJam, **Photoshop**, Illustrator, **InDesign**, Canva, Premiere Pro, After Effects, MS 365, Coda, Mural
UX Research & Analysis	**User Research**, Usability Testing, A/B Testing, Journey Mapping, Persona Development, Card Sorting, Competitive Analysis, UX metrics, **AI-Assisted Research & Design**
Methodologies & Frameworks	Design Thinking, **Human-Centered Design, Agile,** Lean UX
Collaboration & Project Management	Jira, Azure DevOps, Miro, Slack, Microsoft Teams, Zoom
Content & Digital Experience Design	Digital Content Creation, Social Media Design, Omnichannel Experience Design, Digital product content, Fintech UX, onboarding UI, omnichannel experience designOnboarding UI, Fintech UX/UI
Professional & Soft Skills	**High Attention to Detail,** Organizational Skills, Stakeholder Communication, Cross-Functional Teamwork, **Creative Problem-Solving**

Certifications

Google Ads Apps Certification
Credential ID 110321804, **Google**, https://skillshop.credential.net/profile/tylerking845587/wallet   *2024-07*

Google Ads Display Certification
Credential ID 110131206   *2024-07*

Accessible Components In Figma
2025-02

Education

Postgraduate Certificate, Digital Product Design (With Honours)
Sheridan College   *2021*

• Completed a Postgraduate Certificate in Digital Product Design with Honours, showcasing advanced proficiency in crafting user-centric digital products.

Post-Diploma, Web Design
Sheridan College   *2004*

• Achieved a Post-Diploma in Web Design, emphasizing professional website development expertise.

Diploma, Illustration
Sheridan College   *2003*

• Obtained a Diploma in Illustration, focusing on visual storytelling skills.

Work Experience

Loblaw Digital

UX/UI Designer / Creative Strategist   *2024-07 - 2024-12*

- Demonstrated expertise in design and prototyping by leading the creation of over 40 ad concepts, with 3 formats shortlisted for production. Displayed strong creative and technical skills using Figma and Adobe Creative Suite.
- Showcased skills in user research and competitive analysis by identifying key trends in rich media advertising using AI technology.
- Aligned advertising concepts with strategic goals and effectively presented them to upper management, demonstrating strong presentation skills.
- Displayed analytical expertise by enhancing dashboards and visualizations, applying data visualization best practices for Loblaws Advance.

KPMG Canada

Senior Creative Consultant (UX Specialist)   *2021-05 - 2023-11*

- Delivered wireframes, prototypes, and user flows for the MPI (Manitoba Public Insurance) Portal using Adobe XD and Figma, ensuring WCAG & AODA compliance to enhance accessibility.
- Refined the PowerStream portal through user interviews and usability testing, emphasizing user-centered design.
- Enhanced digital products for the PowerStream portal by leading user interviews, highlighting user-centered design.
- Demonstrated brand development expertise by creating comprehensive design systems and branding guidelines.
- Developed a cohesive brand identity for an internal AI assistant, including logo design, brand colours, and video assets, aligning with KPMG's visual standards and professional tone.

Freelance & Contracts

Art Director & Designer   *2018-09 - 2021-04*

- Designed marketing materials and brand updates for Manulife, ensuring campaign consistency and highlighting strong branding skills.
- Demonstrated expertise in web design by modernizing the RBC Wealth Management website to align with digital strategy.
- Showcased versatility in design by creating high-quality marketing materials, digital assets, and user interfaces for KPMG, Manulife, and RBC.

Deloitte Digital

Senior Creative Consultant   *2015-07 - 2018-03*

- Exhibited leadership in design by spearheading web, app, print, and video projects using Sketch, Figma, and Adobe Premiere.
- Demonstrated expertise in mobile design by enhancing iOS/Android app usability for banking, financial, and government sectors.

Publicis

Art Director   *2013-08 - 2014-08*

- Showcased creativity and brand management by crafting innovative solutions for LG, Nestlé, and PayPal.
- Focused on standardization by enhancing design systems for campaign consistency.
- Ensured high-quality output and fostered creative growth by managing and mentoring junior creative teams and interns.

Young & Rubicam

Senior Designer   *2011-03 - 2011-10*

- Highlighted expertise in advertising design by crafting rich media ads for Ford, Hershey's, and Bacardi.
- Utilized design thinking to launch websites for international clients, collaborating with a copywriter.

Organic Inc.

Senior Designer   *2006-03 - 2011-10*

- Emphasized multi-media expertise by directing digital campaigns and delivering microsites, online ads, and mobile interfaces.
- Showcased strategic design expertise by developing user-focused design solutions for Nike, Bank of America, and Sprint.

References Are Available Upon Request