



# Tyler Dormanen

User Experience Design Manager

## Contact

---

tylerdormanen.com  
tyler.dormanen@gmail.com  
763.300.8392

## Professional Summary

---

With 12 years of experience in product design and development, I've collaborated with Fortune 500 companies, startups, and non-profits. I deeply understand user behavior and use that knowledge to drive business outcomes through innovative design strategies. I have a track record of leading successful teams and am committed to delivering exceptional results.

## School

Miami Ad School – Minneapolis  
Art Direction

## Experience

---

### UX Design Manager

Apr 2021 – Present

#### Best Buy

- Lead a team of designers in the creation of innovative and user-centered digital experiences increasing usage in our app between 49%–364%
- Collaborate with cross-functional teams to develop and execute design strategies aligned with business objectives.
- Work closely with engineering and product teams to plan the vision and roadmap for our product spaces.
- Mentor and guide a team of designers to foster their professional growth and development.
- Created Customer Journey Maps and Service Design Maps to find opportunities for collaboration within the organization.

### Senior UX Designer

Feb 2018 – Apr 2021

#### Thomson Reuters

- Spearheaded innovative initiatives as an integral member of a multi-disciplinary team, primarily focused on O-1 initiatives with successfully bringing to market an AI driven contract analysis tool
- Orchestrated seamless collaboration across diverse global teams, ensuring effective coordination of product-related efforts.
- Collaborated closely with product and engineering teams to define and execute the strategic vision and roadmap for projects.
- Demonstrated leadership by actively mentoring and guiding fellow designers to cultivate their professional growth and proficiency.

### UX Designer

Feb 2016 – Feb 2018

#### Optum

- As a part of a nimble and agile UX team, actively contributed to the conception and development of innovative ideas and initiatives at Optum, which underwent testing and pilot phases.
- Collaborated closely with business executives and product owners, playing a pivotal role in guiding and influencing their decisions throughout the product development lifecycle.

### UX Designer

Jul 2015 – Feb 2016

#### LeadPages

- Acted as the only designer within the Customer Success team to design and construct websites and tools aimed at enhancing customers' comprehension of our products and optimizing their business expansion.
- Instrumental in the development and deployment of a revenue-generating website dedicated to educating and guiding consumers in the effective utilization of the LeadPages product.

### Web Designer

Mar 2011 – Jul 2015

#### Polaris Inc.