

Tyler Hayes

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IS USUALLY

Playing with
dreamy ideas,
working on
things to make
people happier,
talking about
life hacking,
blockchain,
human rights,
& being friendly

KNOWS ALL ABOUT

Sketch
Illustrator
Photoshop
Branding
Hyperledger
analytics
marketing
prototyping
user testing
marketing
iOS
Android

+ Learns quickly

SPENT SOME TIME AT

NC State College of Design // May '17
NC School of Science + Math // May '12

HAS BEEN

UI, UX Designer

Ticketmaster Mobile Studio // May '16 - Nov '17

TMS is the tiny dev + design dream-team innovation lab for Ticketmaster. We take big goals of selling tickets and improving event experiences and independently come up with new products to work towards them. As part of the 4-person design team, I did everything from UI and UX design, to branding and user testing campaigns for iOS, Android, and Apple TV projects. Seriously, it was a ton of fun. We worked super close with the development team, with personal handoffs and reviews happening almost daily. innovation.ticketmaster.com

Co-Founder + Lead Designer

Roof // Aug '14 - Present

When I co-founded Roof, it was a side hustle for me + a few other undergraduate friends who wanted more than what we were doing in school. Today, we have a cross-platform, meticulously branded experience for roommates and landlords that we're constantly challenging ourselves to adapt and improve.

I've worked on illustration, UI and UX, icon design, branding, marketing, AB testing, dreamy product design, and a hell of a lot more. Roof is both my baby and my playground, and way more educational than any classroom.

www.roof.io

UX, Product Designer

Paradigm // Jul '16 - May '17

I've helped the Paradigm team on several projects, taking clients' ideas and turning them into working, scalable projects with a solid business foundation. We start with a simple problem or business idea, audit it with our own market research, and design an entirely new experience from scratch to solve it.

My work has included branding explorations and product design sprints, with extensive time spent presenting ideas to clients and then iterating based on feedback. Mostly, I've focused on mapping out user experiences, then wireframing the architecture of apps based on the needs of the user.

www.paradigmid.com