

# Ty Tyner

Global Design & User Experience Leader

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## Experience

### Program Director, Design - IBM Cloud Infrastructure, Storage & Databases

2017 - Present

Building an award-winning global organization of designers working on IBM's portfolio of Public Cloud products.

Using Design Thinking to define product strategy and continuous delivery increasing business outcomes and usability metrics.

Hiring and maintaining a 40 person design team, promoted 75% of the staff within 5 years with an attrition rate of < 10%

Shipping 55 products: 10 Compute, 20 Networking, 8 Storage, 17 Databases. Highlights include VMware, Bare Metal Servers for VPC, Virtual Private Cloud Infrastructure, and Interconnectivity Networking

International Design Awards:

2021 Cloud Stratus - *IBM Virtual Private Cloud IaaS + Interconnectivity Networking*

2019 Good Design - *IBM Virtual Private Cloud IaaS*

2019 Cloud Stratus - *IBM Public Cloud IaaS & PaaS Unification*

### Design Manager - IBM Cloud Data Services

2014 - 2017

Curating and maintaining a team of designers working on IBM's portfolio of Cloud Database and Analytics products.

Driving design-led product development at enterprise scale to create delightful user experiences.

Leading an 8 person design team, promoted 90% of the staff within 3 years with an attrition rate of < 2%

Shipping 18 products: 1 Data Science, 7 Analytics, and 10 Databases. Highlights include Cloudant, Mongo DB, PostgreSQL, Dataworks, Spark Notebooks, Bluemix Data, and Data Science Experience (Watson Data Studio)

Presenting at multiple IBM Conferences, customer events, and feedback sessions

International Design Awards:

2017 Red Dot Design - *IBM Watson Data Studio*

### Senior User Experience Designer - Key Ingredient (Group SEB)

2013 - 2014

Leading Design for Key Ingredient's suite of products including Key Ingredient, Que Gourmet, and My Family Vault

Driving user-centered design of Web, iOS & Android applications via Wire Framing, Visual Design, and Front End Development

Participating in User Testing, Stakeholder Discussions, and Agile Planning

### Mobile Interaction / UX Designer - 3Seventy

2011 - 2013

User Experience and Mobile Interaction Designer delivering Wire Frames, Visual Design, Branding, and Program Experiences.

Mobile strategy & Experience Design for Fortune 500 clients including Starbucks, Caribou Coffee, and The Special Olympics.

Gamification Design for Caribou Coffee's loyalty program and The Special Olympic's athlete training application.

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## Education / Certifications

Enterprise Design Thinking Leader - IBM 2019

Gamification Design - University of Pennsylvania 2014

Associate's Degree in Design - Austin Community College 2000

## Core Competencies

Design Leadership | Team Building | Performance

Management | User Experience Design | Creative Direction

Digital Strategy | Interaction Design | Visual Design