

Tyler Oakes

User Experience Designer | Product Designer

Contact:
(226) 339-1510
oakes.ty13@gmail.com

Portfolio:
tyoakes.com

EXPERIENCE

OCAD U Co, Toronto, ON — IRAP Program Coordinator (Part-time)

June 2025 - Present

Coordinate IRAP Design Critique client projects from initiation to completion, ensuring milestones, scope, and deliverables are met. Lead project scheduling and communications, manage client expectations, and align stakeholders on objectives. Collect and synthesize client feedback through surveys and reports to support continuous improvement and outcomes tracking.

OCAD U Co, Toronto, ON — Amplemarket Specialist (Part-time)

January 2025 - Present

Utilize Account-Based Marketing (ABM) tools like Amplemarket to identify leads, build targeted lists, and refine strategies based on analytics. Execute personalized, AI-driven outreach across multiple channels to boost engagement. Track interactions, manage opportunities, and keep the sales pipeline updated. Collaborate on inbound marketing efforts by enhancing visual storytelling in case studies and optimizing SEO to increase site traffic, with a focus on case studies, offerings, and methods pages.

Questrade Financial Group, Toronto, ON — UX Designer

March 2022 - November 2024

Led the design of a web-based home and auto insurance quoting wizard, prioritizing user efficiency, clarity, and WCAG AA accessibility compliance. Designed and tested prototypes for user research, analyzed findings, and implemented solutions to address identified issues. Contributed to developing a staff-facing insurance quoting and servicing platform tailored for expert users with diverse roles. Facilitated ideation workshops to drive innovation and collaboration.

Token Creative Services, Kitchener, ON — UX Researcher

December 2021 - October 2022

Conducted user research to address client turnover, delivering actionable insights and recommendations to enhance client satisfaction. Partnered with cross-functional agile teams to support multiple projects with data-driven findings, driving improved user experiences.

Impact Signal, Toronto, ON — Project Management Assistant

November 2020 - December 2020

Supported project planning, budget management, and client communications to

SKILLS

Figma, Sketch, Adobe XD

Atlassian Jira and
Confluence

Accessibility

Wireframing and
Prototyping

Journey Mapping

Interaction Design

Omni-Channel Experiences

Designing Complex
Systems

Project Management

Strong Interpersonal Skills

Proactive and
Self-Motivated

Exceptional Organizational
Skills

AWARDS

**Nominated for innovation
and customer-centricity
annual awards**
Questrade Financial Group

**Awarded MVP on Top-10
team with a focus on
problem-solving,
communication, and
leadership**
Collegiate Leadership
Competition

**Invited to showcase
accessible gardening
device**

ensure timely delivery of milestones. Conducted research interviews and synthesized findings to inform decision-making. Implemented programs to improve team efficiency and communication.

EDUCATION

Wilfrid Laurier University, Brantford, ON— *Bachelors of Design*

September 2017 - June 2021

- Major in User Experience Design
- Achieved a minor in Leadership
- Achieved Dean’s Honour Roll in my final year of study

Nielsen Norman Group, Delaware, USA— *NN/g UX Certification*

June 2024 - Present

I have completed two out of five certifications toward earning my NN/g UX Certification. Completed courses include:

- Designing Complex Apps for Specialized Domains
- Omnichannel Journeys and Customer Experience

Laurier ACER awards

REFERENCES

Available Upon Request