

Tyler Oakes

UX/UI Designer | Product Designer | Service Designer | UX Researcher

Contact:
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Portfolio:
tyoakes.com

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

WORK 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 — *Digital Marketing Specialist & Futures Design Associate (Part-time)*

January 2025 - Present

Managing marketing automation and CRM tools to generate leads, track opportunities, and support sales efforts. In addition to creating content for direct messaging and developing new marketing strategies, the position includes overseeing and guiding interns to ensure project goals are met. Core responsibilities also include hands-on website improvements such as enhancing case studies, optimizing SEO, and troubleshooting email deliverability. Finally, the role requires analyzing data to create performance reports for senior management and handling various ad-hoc, high-priority tasks as they arise.

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.

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**

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

CERTIFICATIONS

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

REFERENCES

Available Upon Request