

Logan Michael Tyler

info@logantylor.design | www.logantylor.design | https://www.linkedin.com/in/logan-tyler-denver | 720-313-2414

Experience

Senior Web Designer

soona | June 2024 - Present

- Led cross-functional redesign efforts to align site messaging with our ideal customer profile (ICP) and improved the overall user experience across soona's marketing site, driving an 9.6% site-wide lift in conversion rate.
- Partnered with CGO, CEO, and CMO through interviews, alongside usability audits and heuristic evaluations, to uncover pain points and guide design strategy.
- Developed high-fidelity prototypes in Figma, integrating feedback from all stakeholders involved.
- Developed responsive Webflow pages aligned with our CSS framework, ensuring accessibility and technical SEO best practices. Achieved #1 search ranking for top AI-related queries, driving significant visibility for soona.
- Led an initiative to improve performance across all 350 marketing site pages, achieving 90+ Lighthouse scores sitewide.
- Monitored conversion rates of launched pages against defined performance goals (CVR lift and engagement benchmarks), and optimized underperforming pages through updated copy, design refinements, and targeted A/B testing.

Web Designer

soona | September 2022 - June 2024

- Designed and built dozens of marketing pages for growth campaigns, increasing conversions into soona's platform and improving funnel performance across high-
- Turned low-fidelity wireframes into polished Figma prototypes, then developed and launched the final designs in Webflow.
- Built and maintained pixel-perfect, mobile-optimized layouts in Webflow with a focus on performance and accessibility.
- Partnered with the marketing and product team to implement A/B testing strategies that improved conversion rates across high-traffic pages.
- Created and maintained a flexible design system in Figma to ensure visual consistency across soona's flagship site.

Freelance Web Designer & Developer

Self-employed | January 2022 - Present

- Designed and developed 10+ custom websites using Webflow, Framer, and WordPress, delivering polished, responsive web experiences from concept to launch.
- Built interactive prototypes and handled end-to-end execution, including timelines, communication, and delivery across a range of clients, including creative agencies, a fine arts college, tech startups, nonprofits, and a lifecycle strategy firm.
- Provided post-launch support, CMS documentation, and training to empower clients to manage their sites independently.

Digital Media Coordinator

Colorado Rising | March 2021 - September 2022

- Maintained and updated web content across platforms, ensuring to hold to SEO and accessibility best practices.
- Directed creative execution of 20+ social and digital marketing campaigns.
- Designed weekly email campaigns with a 26% average clickthrough rate.

Education

Front-End Web Development Certificate

Digital Workshop Center | October 2020 - March 2021

6-month immersive program focused on HTML, CSS, and JavaScript fundamentals.

Skills

Design

Design Systems · User Experience · Interaction Design · User Interface · Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · Iconography · Typography

Development

HTML · CSS · JavaScript/jQuery (Working knowledge) · CSS Frameworks · Accessibility · Technical SEO · Scalable Webflow Projects · Optimization

Research

Information Architecture · Journey Mapping · A/B Testing · Design Strategy

Software

Webflow · Framer · Figma · Illustrator · Microsoft Clarity · Looker · Photoshop · Amplitude · PostHog · Google Analytics · Lottie · Rive · Wordpress

Other Skills

Rapid Iteration · Usability Testing · Cross-functional Collaboration and Communication · Accessibility Standards (WCAG Standards) · Human-centered Approach · Provide and Solicit feedback · End-to-end User Experience · Information Architecture