



Tanson Bothe

I started designing digital products before I really knew what “UX” even meant.

Over the past 15+ years, I’ve worked with companies large and small — from scrappy startups to established teams — often as the one connecting the dots between vision and execution. I’m a UX/Product Designer and entrepreneur by trade, but more than anything, I’m a builder. Someone who uses design to create clarity, momentum, and value — especially when the path forward isn’t obvious.

Whether I’m jamming with engineers on an MVP, aligning stakeholders around a prototype, or leading the charge on product strategy, I bring a founder’s mindset, strategic thinking, and a genuine passion for having the right conversations that move products forward while building trust and momentum within teams along the way.

I thrive in fast-moving, remote environments where getting real things out into the world matters more than just polishing pixels.

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Experience

BUXTON: 2023 - 2025

Senior Product Designer

- Designed and led a new configurable reporting experience used by enterprise clients to generate tailored insights from large datasets
- Created multiple one-off, high-value analysis outputs with complex data visualizations for retail and healthcare use cases

- Collaborated with frontend engineers to build and implement the foundation of Buxton's v1 design system

EAGLE POINT SOFTWARE: 2022 - 2023

Senior Product Designer

- Designed cross-platform workflows for a core training and resource product used by 10K+ AEC professionals
- Delivered 20+ production-ready Figma prototypes across 4 agile sprints per quarter
- Collaborated with BAs and engineers to build clear design-to-dev pipelines, reducing post-handoff bugs by 40%
- Introduced a lightweight design system that cut mockup time by half for future iterations
- Drove usability feedback loops with internal BAs and real users, iterating weekly on UI refinements

THRYV: 2017 - 2022

Lead Product Designer

- First designer hired to help shift the company from marketing services to SaaS; product now serves 50K+ small businesses
- Designed 10+ core product experiences including scheduling, payments, portals, CRM, and more
- Created foundational design systems and internal tools to scale design across multiple products
- Led and mentored a growing team of designers, shipping new features that supported millions in product revenue
- Partnered with product and engineering to launch a new payments experience that increased conversion and revenue drastically

MUSICBED: 2015 - 2017

UI/UX Designer

- Designed and launched Filmsupply.com from the ground up, defining the entire user experience and visual system for Musicbed's complimentary high-end stock footage marketplace
- Led a full redesign of the Musicbed iOS app, including updated navigation and UI language - resulting in faster mobile engagement and improved customer satisfaction
- Designed and optimized web and mobile experiences used by 100K+ filmmakers and musicians
- Owned end-to-end UX for licensing flow, reducing checkout drop-off by 25% and increasing revenue
- Conducted usability tests and prototyped interactions to improve account management and music discovery workflows
- Championed iterative design thinking across product and engineering teams

FANYAP.COM: 2010 - 2014

Co-Founder

- Cofounded FanYap, a fan community platform that grew to over 5,000 active users organically within months
- Led product strategy and UX from zero to v2 — built and shipped in just 3 months with a lean team of 4 engineers, all while we lived and worked out of a tiny apartment (I literally slept on the floor in a closet) to stay fully immersed in the build.

RELIVO MEDIA: 2007 - 2014

Partner, Project Manager

- Customized and deployed WordPress websites for local businesses, handling both design and front-end implementation
- Designed and developed custom vBulletin themes for high-traffic online forums, serving communities with millions of active users
- Managed client communication, scoped design work, and delivered end-to-end creative solutions in a lean, self-taught environment

Skills

- **Product & UX Design:** End-to-end product design, user flows, wireframes, prototyping, interaction design, and high-fidelity UI
- **Product Strategy & Execution:** MVP scoping, roadmap planning, cross-functional collaboration, design sprints, rapid iteration, and translating customer needs into clear, shippable experiences
- **User-Centered Thinking:** Turning research and usability insights into practical design decisions that enhance accessibility, boost engagement, and align with key business outcomes.
- **Startup & Founder Experience:** Built and launched multiple ventures; skilled at operating lean, moving fast, and turning early-stage ideas into shipped products.
- **Remote-First Collaboration:** Highly experienced in async, distributed environments; clear communicator, quick decision-maker, and passionate about aligning teams around shared goals.

Tools

- **Design & Prototyping:** Figma, FigJam, Sketch, Magic Patterns
- **AI-Accelerated Prototyping:** V0, Lovable
- **Website Development (No-Code):** Webflow, Framer

- **Productivity & Ops:** Notion, Slack, Linear, Trello, Asana
- **Backends & Platforms:** Supabase, Airtable, Webhooks, serverless APIs
- **Front-End Familiarity:** HTML/CSS, comfortable with core React concepts and experienced in implementing scalable design systems using modern component libraries.

Formal Education

Mansfield Summit High school, High School Diploma (2005)

References

Available upon request