

Resume

I use art, psychology and technology to make more moments matter... and I do it by embedding human-centred design in people, before their processes.

Across nine years in agency, consultancy and innovation labs the products and clients have changed, but the outcomes are always the same: positive, measurable change.

I only create work I'm proud of, so I'd love share with you as many relevant stories as I can interest you in.

TACTICAL APPROACH

I believe that the right blend of psychology, technology and creativity can solve for any combination of needs; human, business, system or otherwise.

I wear whatever hat my team needs – coach, assistant, facilitator, practitioner. To do so, I stand on the shoulders of giants, drawing from a pool of proven approaches and absorbed skills from the many designers, researchers, BAs, creatives and copywriters I've worked with. I believe that developing generalist-thinking and specialist-execution is the best way to create a self-sufficient and adaptable team, and as an advocate of change-by-doing, that starts with myself.

Whatever the challenge, I draw inspiration from other industries, philosophy, politics and even science fiction to provoke, inspire and challenge myself, my team and my clients to create valuable, lasting innovations.

MY TOOLBOX

Triple-track Agile & Lean UX	Inclusive design & A11y
Design Thinking, Product Thinking	Whiteboards & workshops
UI / Visual design	Do-as-I-do consulting
Information architecture	Prototyping in code
CX / Omnichannel / Service design	Qual & quant research

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EXPERIENCE

Jan 23 – Present • xDesign

Interim Head of Product/Service Design & Research

I shepherd 20 practitioners across 12+ accounts, helping them and our clients achieve their potential. To mature our growing practice, I co-designed new rituals with the team and created a development framework for them to follow.

Day to day, I manage staffing, support new business opportunities and provide project governance.

As part of senior management, I execute our company strategy, most recently, redefining our market propositions.

May 19 – Jan 23 • Valtech

Product Discipline Lead

I launched the Product community to seed product culture at Valtech, particularly among UCD and BA practitioners. Befitting the first (and only) cross-discipline craft, I created a programme of open and closed door sessions suitable for novices and practitioners, then developed Valtech's product proposition. We've since recruited and sold permanent product managers and trained all our BAs in product management, turning our community of interest into a community of practice – and a viable discipline.

May 19 – Jan 23 • Valtech

Lead UCD Consultant

In consultancy I found longer engagements, resources and change-hungry clients, allowing me guide the digital transformation programmes of several blue chip names.

For each client, I instilled UCD in their business through experimentation, Lean practices and an empathetic approach. True to my do-as-I-do ethos, I also supported the UX/UI designers, researchers and analysts on my teams hands-on, ensuring their success by providing assistance, ensuring quality and helping them refine their practices.

Feb 17 – May 19 • intu Digital

Senior CX Designer

I joined intu's innovation lab to tackle holistic experiences, get hands on with research and evolve products long-term. I worked on (and led) projects stitching together in-store experiences, digital signage, web, app and ecommerce platforms and enterprise tools into a single, cohesive service.

As 'deputy', the Head of and I shaped the design department, maturing our team and developing our design operations.

Sep 14 – Dec 16 • The MTM Agency

Designer (UX Specialist)

As the first UX specialist I championed UCD internally and supported our multidisciplinary teams across all clients.

Aug 14

1st place; npower Developer Challenge

Sep 11 – Jul 14 • Northumbria University

BA (Hons) First Class, Interactive Media Design

Sep 10 – Jul 11 • Leeds College of Art