

TYLER JOHNSTON

Staff Product Designer

Los Angeles, CA | 206.919.3666 | tyler@tylerj.co | www.tylerj.co

SUMMARY

Staff Product Designer turning ambiguous product problems into clear, intuitive experiences and carrying them from early concept through shipped product. My work spans 0→1 thinking, product strategy, interaction design, prototyping, visual systems, and cross-functional leadership.

EXPERIENCE

Credit Karma | Los Angeles, CA · 2019 – 2026

Staff Product Designer · Jun 2023 – Aug 2026

- Led product design for Credit Karma's Tax team, shaping experiences across Credit Karma and TurboTax on a platform serving 100M+ members.
- Drove complex initiatives from product strategy and definition through UX, prototyping, visual design, and launch in partnership with product, engineering, and research.
- Helped deliver Tax's highest-performing year, growing revenue 20%+ YoY while achieving record starts and conversion.

Senior Product Designer II · Feb 2021 – Jun 2023

- Designed experiences across Credit Karma Money and Tax, including consumer banking products and the integration of TurboTax into the Credit Karma ecosystem.
- Led complex end-to-end customer journeys across products and platforms while mentoring junior and mid-level designers.

Senior Product Designer · Jul 2019 – Feb 2021

- Helped bring Credit Karma Money's savings and checking products to market, designing foundational banking experiences from concept through launch.
- Designed consumer financial experiences across web and mobile in partnership with product, engineering, and research.

Apple | Cupertino, CA · 2018 – 2019

Senior Interaction Designer

- Art direction and UX design for Apple's Retail Interactive and Product Launch teams.
- Designed digital experiences for major product and retail launches, including iMac, Mac Pro, and the Apple Fifth Avenue store.

BCG Digital Ventures | Los Angeles, CA · 2015 – 2018

Experience Designer

- Designed and prototyped 0→1 digital products in partnership with Fortune 500 companies.
- Used research, rapid prototyping, and testing to validate concepts and shape product direction.

SPINX Digital | Los Angeles, CA · 2014 – 2015

Senior Designer

- Led UX, visual design, and art direction for digital products while managing and mentoring junior designers.

VMLY&R | New York, NY · 2014

Senior Art Director

- Led digital design and art direction for national brands including Charter Communications and Valvoline.

EARLIER EXPERIENCE

Art Direction at **Razorfish, HUGE, DirecTV** | New York, NY · 2013

EDUCATION

General Assembly — UX Design, Los Angeles

Miami Ad School — Art Direction, New York

University of Colorado — BA International Affairs, Boulder