

TYLER ECKERT

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Summary of Qualifications

A results-driven UX and Product Strategy professional with proven success in leading evaluations and redesign projects, delivering measurable outcomes such as increased resource discoverability and enhanced website performance. Skilled in conducting user research, analyzing feedback from over 1,000 customers, and translating insights into actionable strategies to optimize experiences and processes. Demonstrates strong leadership by managing teams of 25+ associates and collaborating with 38+ cross-functional teams to align stakeholders and achieve project goals ahead of schedule. Technically proficient in tools like Figma, Jira, Adobe Suite, Miro, and Google Analytics, with a solid foundation in data-driven decision-making. Holds a B.S. in Interactive Design from Kennesaw State University and is currently pursuing the "Certified Associate in Project Management" (CAPM) certification from PMI to further strengthen project management expertise.

Skills & Technology

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| <ul style="list-style-type: none">• Prototyping• Wireframing• Design Systems | <ul style="list-style-type: none">• User Testing• Affinity Mapping• Contextual Research | <ul style="list-style-type: none">• Task Analysis• Team Management• Technical Writing |
| <ul style="list-style-type: none">• Figma• Miro | <ul style="list-style-type: none">• Adobe Suite• Microsoft Office | <ul style="list-style-type: none">• Qualtrics• Jira |

Experience

Kennesaw State University Kennesaw, GA
Department Chair Assistant September 2024 to Present

- Restructuring Capstone course to accommodate for an 185% increased class size, improving student experience.
- Assist with hosting monthly faculty meetings with the department discussing updates with 5+ committees and other differing guests, including the Dean and other managerial members.
- Led an IRB-approved research study to incorporate future changes to the Interaction Design and Technical Communication curriculum.
- Speaking at the 2025 Georgia Information Literacy Conference hosted by Georgia Southern University.

Orbis Cascade Alliance Remote
UX Consultant/Analyst - Contract July 2024 to November 2024

- Evaluated website training and documentation through an Expert Review, identifying 10+ critical UX gaps and actionable improvements.
- Facilitated cross-functional discussions with 38+ internal teams and member groups, capturing detailed user feedback on pain points.
- Delivered a comprehensive UX report, resulting in an increase in resource discoverability for member groups.

Kiwanis Club of Marietta Marietta, GA
Contract/Directed Study – Site Redesign December 2023 to May 2024

- Collaborated with the Board of Directors to develop a strategic roadmap, delivering an MVP 2 weeks ahead of the legacy host shutdown.
- Spearheaded the redesign and migration of the website, reducing average page load times significantly and increasing mobile traffic.
- Guided stakeholders on integrating Google Analytics, enabling tracking of 5+ KPIS.

Geek Squad

Kennesaw, GA

Consultation Agent & Advanced Repair Agent

October 2022 to Present

- Diagnosed and resolved 200+ hardware and software issues monthly, minimizing client downtime using advanced troubleshooting techniques.
- Conducted 1,000+ customer consultations to identify technology solutions tailored to individual needs, while maintaining over a 9.1 NPS.
- Streamlined internal documentation processes, ensuring proper client data privacy and enhancing documentation management.

Target

Kennesaw, GA

Service & Engagement Advocate

September 2017 to December 2022

- Directed a team of 25+ associates, implementing scheduling efficiencies that improved daily task completion rates.
- Trained and mentored team members, increasing employee retention and promoting several associates to leadership roles.

Education & Certifications

Kennesaw State University, Kennesaw, GA
 B.S. in Interactive Design
 Minor in Technical Communication

2024

Project Management Institute
 Certified Associate in Project Management

In Progress