



C. Tyson Edwards
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Profile

User Experience designer turned Technical Product Manager with a passion for creating fantastic experiences from a proven UX process which also aligns with business initiatives. My desire is to create empathetic & intuitive user experiences that can be strategically integrated across all forms of media, mobile to desktop.

Work Experience

Carestream Dental - Marietta, GA - 2012 - Present

Technical Product Manager / User Experience Specialist / Visual Design

- Product / Portfolio management through Stage-Gate process
- Established a UX process to create engaging experiences from research to development
- Supported onshore/offshore development teams in an Agile/Scrum/Kanban setting
- Developed & designed scalable design systems for UX patterns & UI resources

GAPRC - Stone Mountain, Georgia - 11/11 – 5/12

Senior Interactive Designer

- Supported a team of designers & developers dedicated to web production & development
- Kept consistent brand image over all forms of digital media
- Strategized and designed integrated marketing campaigns directed at brand exposure

BKV, Inc. - Atlanta, Georgia - 08/10 – 11/11

Interactive Designer

- Produced HTML emails & web pages, from concepting through back-end development
- New technology & technique development to update existing integrated email campaigns
- Proactive in integrated marketing campaigns across multiple forms of media

Technical Abilities

Mac and Windows, Adobe Creative Suite, Adobe XD, Sketch, Hand-Coded HTML, CSS3, XAML, Light Javascript, Agile/Scrum Methodologies, Usability Studies, Rapid Prototyping, Feedback Gathering, UX Methodologies and Research Tools.

Education The Art Institute of Atlanta . BFA, Graphic Design . Atlanta, Georgia - GPA 3.3