

Tyler Barnard

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Product and Design Leader

Strategically minded Product and Design Leader recognized for solving complex challenges through design thinking, systems design, and cross-functional collaboration. Renowned for delivering exceptional customer journeys and consistent brand strategy through scalable digital platforms. A strategic and hands-on leader who empowers teams with growth-minded principles. A champion of user-centered design, scalable technologies, and data-driven decision-making, driving integrated customer experiences across all brand touchpoints. Achievements include 18% year-over-year global traffic growth at Trimble, 30% C.A.G.R. for SketchUp, and a 15% increase in M.A.U. for Trimble Construction Cloud.

PROFESSIONAL EXPERIENCE

Director, Digital Experience Platform

Trimble Inc | Westminster, CO

Jan 2023 - Jan 2024

- Drove 15% increase in monthly active users (MAU) of Construction Cloud platform through improvements in user journeys across multiple digital experiences. Successes due to cross-functional leadership and organizational alignment evangelizing customer-first mindset.
- Formed new enterprise-wide URL, localization, and global search frameworks, leading to a 15% decrease in bounce rates and increased referral traffic through internal site pages.
- Spearheaded transition to headless, micro-services architecture, drove e-commerce B2C purchase process time down by 25%, projecting a \$50M revenue increase upon 2024 launch.

Director, Digital Experience and Brand Design

Trimble Inc | Boulder, CO

Jan 2020 - Jan 2023

- Managed a global team of product managers, engineers, UX, and graphic designers to successfully launch a composable Digital Experience Platform using cloud-native CMS and API-first integrations. Secured a \$2MM strategic capital investment for development, delivering results of 400% ROI. Improved site performance KPI by 2X and speed to market by 10X, contributing to \$1.18B in revenue.
- Led the refresh of Trimble's brand identity and guidelines, including updated logo, iconography, illustration, photography, web, and typography systems. Resulted in improved customer journeys, 30% cost savings, and a 25% increase in positive customer satisfaction.

Senior Manager, Digital Experience & Design

Trimble Inc | Boulder, CO

Jan 2018 - Dec 2019

- Transformed the construction sector's web strategies and web design. Drove an 18% increase in lead opportunities by streamlining customer journeys, reducing website footprint by 30%, and championing Lean UX and agile methods to optimize the software development lifecycle (SDLC).
- Developed design system and UI block kit for 'Website as a Service' platform, powering 40 global websites. Reduced website footprint 30% and improved customer journeys, led to 18% increase in lead opportunities for \$600M in revenue.
- Cross-functionally led a team of web designers, product managers, and web engineers, fostering a positive culture of empowerment, transparency, and accountability. Resulted in an increase in output quality by 20% while increasing consistency in speed to market by 400%.

Senior Design Lead

Sketchup | Boulder, CO

Jan 2015 - Dec 2017

- Spearheaded customer experience transformation for SketchUp, supporting Product Led Growth initiatives, serving over 60M annual users. Implemented a user-centered design approach, driving a 30% CAGR and contributing to a revenue increase from \$30M to \$50M.
- Championed user journey redesigns and scalable design patterns, using data-driven sprints to fuel innovation and alleviate pain points. These efforts directly contributed to SketchUp's 30% CAGR 2015-2017 .

Founder

Analog Design Studio | Boulder, CO

Jan 2009 - Dec 2014

- Founded a 3D design and digital agency focused on holistic brand experiences for small businesses. Leveraged my architectural background to develop rapid visualization, 3D prototyping, and aligned digital and environmental experiences-a unique client selling point.
- Pioneered an automation-driven design process, using my architectural expertise to rapidly visualize client visions in 2D and 3D. This resulted in a 2x profit margin advantage over traditional agencies and accelerated project delivery.

3D Designer and Project Manager

Design Network Associates | Boulder, CO

Jan 2005 - Jul 2008

3D Designer and Project Manager

Tres Birds Workshop | Boulder, CO

Jul 2003 - Dec 2004

EDUCATION

University College London

Master Of Architecture Design Architecture

Drury University

Bachelor Of Architecture Honors Architecture

CERTIFICATIONS

Credentials of Readiness (CRe)

Harvard Business School

Jan 2024 - Jul 2024

IBM Applied Artificial Intelligence (AI)

Coursera

Jan 2024 - Mar 2024

SKILLS

Core Competencies: UX/UI Leadership, Product Design, Web Design, Brand Design, Design Thinking, Experience Design, Business Strategy, Team Leadership, Analytical Approach, Strategic Partnerships, Product Management

Technical Skills: Jira, Google Workspace, GCP, Pendo, Aha!, Mural, Miro, Python, Trello, Lucid, Adobe Suites, HTML, CSS, Contentful, Airtable, Figma

Soft Skills: Strong Communication, Stakeholder Management, Vendor Management, Team Management, Strategic Storyteller, Ideation, Executive Presentations