



# TYSON RUDE

UX DESIGN LEADER

[TYSONRUDE.COM](http://tysonrude.com)

## SUMMARY

I'm a down-to-earth individual, leader, and friend. I find fulfillment in working with people of different perspectives to solve complex problems that truly help others in their day-to-day lives. In my personal time I like to work on home projects (actually doing work with my hands), spending time with my family and friends, and travel. I believe that every experience I have influences how I contribute to my clients' and users' needs. I'm truly grateful for the opportunities I've had to shape digital experiences for other humans.

## SKILLS

- Scaled Agile
- Human-Centered Design
- People Leader/Mentor
- DX Strategy
- UI Design
- UX Design
- Design Systems
- UX Research

## FEATURE CLIENTS



## EXPERIENCE

### UX MANAGER

SELECT HEALTH | DEC, 2022 - CURRENT

I own the strategy of product design and lead a team of UX designers that support member applications, consumer websites, provider portal, and other customer digital experiences at SelectHealth. I collaborate with team designers, developers, and project managers to establish new processes with a systems thinking approach. I lead the build and implementation of the design system.

### SENIOR UX DESIGNER

ZUS HEALTH | MAY, 2022 - SEP, 2022

I lead the discovery of new ideas and research-driven solutions that utilize interoperable data at the core. My area of focus has been around care team sharing of patient data, pre-populated patient data in patient forms, and other cutting edge experiences that will improve digital health for years to come. Idea discover and validation is driven by generative research interviews with a variety of clinicians, UX workshops, PoCs (Figma prototypes), moderated user testing, and evaluative interviews.

### UX CONSULTANT

EKKO STUDIO | SEP, 2021-MAY, 2022

I lead a small team of contract designers to build out a new digital member experience for SelectHealth Insurance, of Utah. I assisted with UX and UI design, provided guidance to SelectHealth to establish an internal design team and best practices, and lead the build and organization of their first design system. With my previous background in health insurance, I was able to help identify opportunities in the market that could improve the value of SelectHealth's member experience.

### UX LEAD DESIGNER - UX MANAGER/ARCHITECT

PRIORITY HEALTH | OCT, 2017-SEP, 2021

#### AS MANAGER,

I lead a team of incredible humans that design great experiences for Priority Health members, providers, and agents. I collaborate with VPs, directors, and additional stakeholders to establish digital strategies to implement new functionality and ensure continuous improvement of existing digital experiences, and provide design consultation from the basis of UX best practices, user data, and feasibility. I spend most of my time in communications across the organization to ensure my team has clarity, space, and the support they need to at their best.

#### AS LEAD DESIGNER,

I lead the design of the Priority Health app from the ground up. I was responsible for delivering early wireframe concepts for feature work validated by moderated and unmoderated user tests, tree testing, etc. in collaboration with designers and stakeholders. I managed design sprints and facilitated weekly design reviews and collaborative sessions. I facilitated workshops to gather business and user insights and establish clear direction for visual design. I also launched the first ever Priority Health Design System, Canopy.

### LEAD DESIGNER

BLOOM 7 | JUL, 2013-OCT, 2017

I lead the design & creative of all client work at Bloom 7; UX/UI, print, photography, and some video. I worked with development teams internationally on several digital products. I built end-to-end marketing campaigns and created content for e-commerce sites. I photographed products, people, real estate, and business environments, i.e. green houses, farms, and storefronts.