

Product and experience strategist creating vision, team alignment, and interactive delight.

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Achievements

- Hosted “Ask the UXpert” webinar series for international nonprofit leaders.
- Created and grew international tech organization’s first UX & Creative functions.
- Initiated and integrated international tech organization’s first Design System.

De Facto Roles

- UX Director
- UI Design Director
- UX/CX Content Director
- Product Owner
- Project Manager
- Cross-functional Team Leader
- Morale Leader
- Coach

Education

- Masters in Web Design & New Media
Academy of Art University, CA
- Bachelors in Multimedia Journalism
Temple University, PA

Experience

Instructor: UX2 - Advanced Strategy & Design
University of Colorado - Boulder
2024 - present

Guiding students to evaluate digital experiences, synthesize findings, and articulate thoughtful, human-centered design recommendations.

Lead UX Strategist

TechSoup Global 2018 - 2024

- Set UX direction for large-scale, international experiences where clarity, language, and trust were critical.
- Transformed business needs into clear models, flows, and recommendations for engineering, product, and leadership.
- Designed clear, supportive experiences despite significant technical and organizational constraints.
- Initiated and directed user tests, and integrated data into key decisions.
- Led UX for collaborations with companies like Google, Microsoft, and Airbnb.
- Partnered with development, branding, marketing, product, and customer service teams.
- Initiated and directed user research to inform decisions on clarity, comprehension, and usability.

(cont’d)

Head of UX

TechSoup Global 2016 - 2018

- Oversaw UX across the full web portfolio spanning marketing, product, and support.
- Directed user testing to validate navigation, content clarity, and shared design patterns.
- Led cross-functional teams through problem framing, journey mapping, and experience improvements.
- Created UX standards, content guidelines, and design documentation used across departments.

Senior UX Designer

TechSoup Global 2014 - 2016

- Led ideation for interactive solutions to business and development needs.
- Guided iterative design work alongside cross-functional team members.
- Facilitated design thinking sessions, brainstorming workshops, and rapid concept sketching.
- Acted as the senior voice on UI copy, UX content, and microcopy.
- Created, managed, and finalized development stories.
- Worked in Agile, Kanban, and Waterfall methodologies simultaneously.

UX Designer

TechSoup Global 2011 - 2014

- Created flows, wireframes, and prototypes for multiple product teams.
- Performed usability reviews and early user validation to guide decisions.
- Promoted clearer IA, content structure, and usability standards across teams.
- Worked with developers to improve clarity and ease of use for global, non-technical audiences.

Front-end Developer

TechSoup Global 2010 - 2011

- Built and maintained interfaces for core web properties using HTML, CSS, and JavaScript.

Portfolio

Selected product and experience strategy work can be found at tylerbenari.com

Case Studies

[Transforming Customer Support for a Global Network](#)

Reframing a fragmented, multi-channel support ecosystem into a coherent, human-centered experience that improved clarity, confidence, and alignment across a global organization.

[Transforming Product Acquisition to Meet Market Shifts](#)

Redesigning product acquisition flows to respond to changing market conditions, balancing business needs with user understanding and long-term trust.

[Unlocking Product Discovery in a Global Catalog Experience](#)

Restructuring catalog taxonomy and discovery patterns to help users navigate complexity and find relevant products across an international platform.

Design Work

[View selected UI and interaction work](#)

A gallery of UI designs and select interactive explorations from client and organizational work.

What's it like to work with me?

"It's difficult to express how much Tyler's presence and contributions have meant. His dedication, skills, and positive energy have made a lasting impact. He has helped me realign my attitude when challenges seem overwhelming. His unique qualities are absolutely irreplaceable."

Jamie Costello | Senior Information Technology Manager, TechSoup

"I've always appreciated Tyler's level-headed and methodical approach to projects, large and small. He has the rare ability to hold both the big picture and the devilish details in mind."

Gary Acheson | Operations Manager, Cloud Services, TechSoup

"I have thoroughly enjoyed working with Tyler. I have learned and grown so much from his guidance. I am going to really miss bouncing all my ideas off him and going, "wow that makes so much more sense" after he would make his tweaks."

Kelly Garrett | Associate Manager, Client Services, TechSoup

"Tyler is always a breath of fresh air. His enthusiasm for seamless user experience is infectious. His expertise has made several web projects so much better for the end user. He's also a super kind and caring person."

David Felson | Program Manager, Solutions & Services, TechSoup

See more at tylerbenari.com