

Dylan Tarre

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Summary

Seasoned design leader, fueled by an insatiable passion for crafting mind-blowing experiences in the e-learning/edtech industry, music, games, and kids' media. Throughout my career, I've harnessed the powers of UI/UX design, web development, animation, and the art of leading teams, all in the pursuit of breathing life into visionary ideas.

Experience

Co-Founder

LG Media, LLC

Apr 2023 - Present (11 months)

- Co-founded music advertising network with 350k+ unique visitors, 1M+ page views, 4M+ ad views
- Recruited 7 partners and negotiated contracts, resulting in 25% ownership of three partner sites
- Designed and launched 4 sites, integrated ads on 3 existing sites

Design Lead

Promenade Group

Dec 2022 - Apr 2023 (5 months)

- Managed four designers across multiple verticals, streamlined design team delivery speed by 50%
- Defined user research methods and organization, sharing the "voice of the customer" company-wide
- Created Figma to Storybook design system, increasing efficiency for design-to-dev workflow

Design Lead

Affine DeFi

May 2022 - Oct 2022 (6 months)

- Developed user testing framework resulting in 20+ actionable items to improve user experience
- Built Figma to React workflow, a closed-loop design system with cross-team visibility through Slack
- Implemented Alpine to Affine rebrand; guided agency designers, creating color system, graphics style, and animations, resulting in a seamless transition between brand visuals

Design Lead

IXL Learning

Nov 2017 - May 2022 (4 years 7 months)

- Built design library and design systems for IXL and acquired subsidiaries Rosetta Stone, Vocabulary.com, and Education.com, allowing a reduced team to tackle more work
- Wrote team-guiding documentation defining IXL's design language, processes, and style, helping keep a consistent brand between the student, parent, and teacher experiences
- Managed successful designers, meeting weekly to advise on projects, processes, and style, keeping high performers effective and turning low performers into essential employees



Solutions Architect

Go2Group

Nov 2015 - Jun 2017 (1 year 8 months)

- Mastered Atlassian tools like JIRA, Confluence, BitBucket, and more to build custom solutions
- Advised enterprise companies on processes, documentation, and technical support
- Improved team collaboration and streamlined intake processes for large teams and organizations
- Worked within existing enterprise structures to create solutions that increased team productivity
- Enterprise clients included Anthem Health Insurance, Honda, Karma Automotive, LabCorp, Turnitin, and the U.S. Government Services Agency (GSA)



Founding Designer

Zeal Learning.

Aug 2013 - Jul 2015 (2 years)

- Defined branding and user experience across web, Android, and iOS
- Created a cohesive experience for teachers, students, and parents
- Adopted an agile approach and iterated quickly with users based on feedback
- Gathered real-world feedback through user research
- Observed and troubleshooting issues with teachers, students, and parents
- Tested with users, ran tests, and brainstormed with an external design house



Sr. User Experience Designer

Zynga

Apr 2010 - Jun 2013 (3 years 3 months)

- Redesigned FarmVille store, resulting in over a billion dollars worth of marketplace sales
- Designed, tested, and iterated over 20 new Social Mechanics and Features
- Pioneered in-game crafting and U.S. patented chat system - #US 20140024450
- Lead design on FarmVille Express to translate web game mechanics to mobile
- Created internal promotional material such as shirts, pint glasses, and posters



Designer

Cartoon Network

Mar 2005 - Apr 2010 (5 years 2 months)

- Created sites for high-profile show launches Star Wars: Clone Wars, Adventure Time, and Flapjack
- Major redesign of Adultswim.com and later Cartoonnetwork.com where I was responsible for researching and designing the Games sections, a huge factor in session length
- Designed show-based flash games and UI for Cartoon Network MMO

Education



Full Sail University

Associates Degree, Digital Media

2003 - 2004