

Tyler Amey-Legault

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Work

Service Designer

April 2020 -
Present

CIBC – Canadian Imperial Bank of Commerce (Toronto, ON)

- Worked on a small, multi-disciplinary Service Design Team that partners with teams across CIBC to (re)design end-to-end, omni-channel services for all clients, employees and stakeholders
- Collaboratively designed research plans, facilitation guides and virtual workshops for complex, ambiguous problem spaces, and helped adapt our methods by using tools like PowerPoint & Miro
- Facilitated client interviews and ideation and co-creation sessions with clients and stakeholders
- Collaboratively synthesized research findings into actionable insights
- Built low, medium and high fidelity prototypes and testing plans for multiple rounds of testing
- Routinely shared back our insights and findings using various methods of story-telling techniques, carefully considering context and audience to ensure maximum impact
- Helped evolve our team's practice—with a focus on ideation, co-creation, prototyping and testing—by designing new frameworks, leveraging tools and resources used by other teams (Sketch, InVision, Confluence), and by building relationships with teams across the organization
- Helped organize and lead Community of Practice events and Service Design Fundamentals training sessions to help grow a Service & Human-Centered Design mindset across CIBC

Service Designer - Co-Op

May 2019 -
Aug. 2019

CIBC – Canadian Imperial Bank of Commerce (Toronto, ON)

- Supported and conducted primary research using various research methods, including user interviews, ethnographic studies, and user testing
- Collaboratively synthesized multiple data sources to derive actionable insights
- Collaborated in the design, preparation and facilitation of interactive ideation and co-creation workshops with various stakeholders
- Built low and medium fidelity prototypes that were tested, iterated, and refined through multiple rounds of research, and presented project insights back to internal and external stakeholders

UX / UI Designer & Web Developer

Jan. 2017 -
April 2020

[Freelance](#)

- Designed & developed a website for a medical clinic using Sketch, WordPress and Divi, leading to the sustained growth of their practice to over 1,100 patients and over 270 active memberships

Projects

UX / UI Designer

Jan. 2018 -
April 2018

[Website Redesign & Development Project](#)

- Followed all stages of designing and developing a small website, including strategic analysis, I.A., wireframing, UI design, and early-stage development using HTML & CSS
- Created a high-fidelity clickable prototype for an accompanying mobile app in Sketch & InVision, along with a comprehensive user flow map

Education

University of Waterloo (Waterloo, Canada)

Sept. 2016 -
April 2020

Stratford School of Interaction Design and Business

Bachelor of Global Business & Digital Arts (GBDA), Honours

GPA 3.9 | Dean's Honours List

Université Paris Dauphine (Paris, France)

Sept. 2018 -
Dec. 2018

International Exchange

Skills & Tools

Service Design | Product Design | User Research | Ethnographic Research |
Research Planning | Workshop Facilitation | Bilingual (French & English) |
Figma | Sketch | InVision | Adobe Creative Suite | Miro | UserTesting | HTML & CSS | Webflow |
Storyboarding | Service Blueprints | User Flows | Rapid Prototyping | Usability Testing |