

Tyler Nishida

Product Designer | tylernishida.com

An entrepreneurial product designer that specializes in fast-paced environments.

Experience

Hulah

Product Designer | May 2023 – Present

- Redesigned app and created the design system
- Created feature that organically grows 1.5k users per day
- Designs helped onboard 55k new users in 8 weeks
- Reached top 22 in Appstore (prelaunch)

RVCM

Product Designer III, Puckboard | April 2023 – Present

- Leading design system revamp, rollout, and maintenance
- Established governance and scalability procedures
- Collaborated with devs to create storybook
- Created roll-out strategy, KPIs, and team trainings

Somm Says

Founding Designer | Sep 2020 – Oct 2022

- Built product from zero
- Recruited and interviewed subjects from target market to develop an insights-driven MVP
- Created the design system and brand identity

Full Kitchen

Product Designer | Apr 2020 – Jul 2020

- Designed tags that reduced losses. Reached 100k run-rate with only one vehicle.
- Created 30 icons for their vehicle wrap and brand identity

Aloha Hemp

Founder | May 2017 – May 2019

- Developed a CBD vape oil to help people quit tobacco
- Designed logo and packaging

Shaka Guide

Intern Designer | Nov 2018 – Jan 2019

- Reduced ad spend and improved conversion rates with landing page design

Education

Design Systems Bootcamp

UI/UX Design

May 2023 – June 2023

UX Design Bootcamp

UI/UX Design

May 2019 – Jan 2020

University of Hawaii at Manoa

Business

2007 – 2008

Seattle University

Business

2006 – 2007

Achievements

Published in The Allyn & Bacon Guide to Writing
Circular Design Internship Mentor

Skills

Written and Verbal Communication

Prototyping

Product Thinking

Design Systems

Software and applications

Design

Figma

FigJam

Affinity Suite

Adobe Suite

Motion UI/Code (in progress)

Framer

Principle

React

Swift UI