Tyler Lagaly

Lead Product Designer

Kansas City, MO · Remote
tlagaly@gmail.com · (316) 734-6109
tylerlagaly.com · linkedin.com/in/tyler-lagaly

PROFILE

Lead product designer with 15+ years of experience taking enterprise SaaS, AI-powered, and consumer products from UX strategy to shipped UI. I lead end-to-end UX workstreams across research, information architecture, interaction design, prototyping, and WCAG accessibility, both in-house and as an embedded consultant presenting to senior client stakeholders. I use Claude, Claude Code, and Figma Make daily to synthesize research and build working prototypes.

EXPERIENCE

Lead Product Designer · NSLS

May 2025 – Sep 2026

Contract-to-hire. Design lead for Society, an AI-powered career development platform for college students and recent graduates.

- Led product design strategy for a team of 2 designers, a creative director, and a motion designer, owning UX from strategy through high-fidelity UI and engineering handoff.
- Redesigned the “Train Your Career Coach” AI onboarding, replacing a linear, chat-based flow with new interaction patterns and raising completion from 24% to 72%.
- When a LinkedIn integration added friction, moved work history into the Career Clarity track and brought completion back up to 67%.
- Owned the UX architecture for merging the NSLS and Society web experiences and designed Phase 2 of the NSLS/Society iOS integration.
- Managed the design system and ran WCAG accessibility audits.
- Introduced a standard PRD process and a two-track design review model.

Independent Design Consultant · Tyler Lagaly LLC

Jun 2024 – Nov 2025

Fractional design partner for B2B and B2C SaaS clients, including Zapier, Efficient.app, and Outcome

- **Zapier:** Redesigned the integration and App Directory experience, expanding semantic search across apps and content, and reframed “Not Yet Supported” pages as “Custom Integration” pages.
- **Outcome:** Designed the MVP for an accountability platform, from user discovery through prototype.
- **Efficient.app:** Led visual, UI, and UX content design for presentations and online content.
- Embedded with founders, product, and engineering teams, presenting design direction and aligning stakeholders on strategy and roadmap.
- Ran user research and built design systems for early-stage clients.

Lead Product Designer · Hifive

Aug 2022 – Jun 2024

Warm-introduction platform for startup founders, later acquired by HeyLois

- Through interviews with 50+ founders, disproved the product’s core hypothesis that AI could infer relationship strength: connectors had the best insight and delivered the most successful introductions.
- Helped pivot to a human-in-the-loop model where requesters define their needs and AI makes it simple for connectors to suggest and facilitate warm introductions.
- Moved the product off a standalone co-selling platform and into a Chrome extension on top of LinkedIn, finding product-market fit and increasing successful warm introductions by 42% for early users.
- Helped shape the “super connectors” strategy that led to the company’s acquisition by HeyLois.

- Led a rebrand away from an identity that confused customers; built and managed the design system and ran WCAG accessibility audits.
- Partnered with 2 CEOs, a PM, 3 engineers, and 3 investors; mentored a junior designer and established the team's design critique process.

Senior Product Designer · Harmonic Labs — Nov 2021 – Jun 2022

Startup discovery platform used by top-tier venture capital firms to source investments

- Designed data visualization and filtering interfaces that simplified startup discovery for investors.
- Created design guidelines and a component library that streamlined handoff to engineering.
- Oversaw a junior designer and partnered with 5 engineers, 2 PMs, the CEO, and investors.

Senior Product Designer · Zapier — Nov 2019 – Nov 2021

Workflow automation platform used by millions of businesses

- Designed and launched Draft and Publishing, letting users edit and publish Zaps when ready instead of taking them offline, which significantly reduced Zap downtime and duplicate Zaps.
- Led discovery and design for enterprise Teams and Companies features: domain capture for automatic employee onboarding, subfolders for organizing hundreds of Zaps, and read-only views for secure sharing.
- Led mixed-methods research on the logged-in experience (traffic from 95K visitors, 220 survey responses, and 1:1 interviews), defining 6 core jobs-to-be-done that shaped 2021 roadmap priorities for a newly formed team.
- Turned a research finding on how teams understand and share their automations into Canvas Builder, a visual prototype for documenting and collaborating on Zaps.
- Contributed to the design system and ran WCAG accessibility reviews.

UX Designer II · Indeed Product Incubator — Jan 2018 – Nov 2019

Worked across 2–3 incubator teams per quarter validating new products for job seekers and employers

- Led design for franchise hiring tools that Indeed adopted from the incubator as Indeed Central, turning it into a full team within the company.
- Designed a review collection system that gathered 300,000+ employee reviews and improved employer ratings by 24%.
- Presented concepts and research findings to stakeholders, securing buy-in for new product directions.
- Mentored 3 junior designers across the incubator.

SKILLS

Product Management: Product strategy, PRDs, roadmap prioritization, stakeholder alignment and presentations, UX workstream ownership

Research: Discovery research, user interviews, usability testing, synthesis, journey mapping, A/B testing

Design: Information architecture, interaction and UI design, design systems, prototyping, enterprise and multi-tenant UX, AI and conversational UX, WCAG accessibility audits

Tools: Figma (expert), FigJam, Framer, Webflow, Miro, Adobe Creative Suite, HTML/CSS

AI: Claude, Claude Code, Figma Make, Cline, Fathom

EDUCATION

BA, Industrial Design, University of Kansas

Graduate coursework in Interaction Design, University of Kansas

Nielsen Norman Group, Certifications in Journey Mapping, Analytics & UX, User Interviews