



📍 Bountiful, UT

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I'm Ty Hatch.

Extensive experience in B2B, SaaS, and Enterprise user-centered design, UX research, and cross-functional product strategy. Looking to drive business value with strategic, thoughtful, data-informed design practices.

EXPERIENCE

Jolt Software, Lehi, UT (Aug 2023 – Present)

Senior Product Designer

- Lead the design effort to build a new core product offering by doing discovery, user interviews, and native mobile and web design.
- Audit and improve the existing design system for web products.

O.C. Tanner, Salt Lake City, UT

Product Design Manager (Dec 2021 – Feb 2023)

- Increased the size of a Product Design team by 50% to effectively oversee and enhance recognition products.
- Coached team members, resulting in 2 promotions and noticeable improvements in design quality.
- Established quarterly OKRs, project requirements, and staffing for 6 product teams by working with department and cross-functional team leaders in Product Management and Engineering.

Senior/Principal Product Designer (Feb 2019 – Dec 2021)

- Increased revenue by \$15M through the design of an email nudge engine, leveraging user research to understand and motivate user behavior.
- Optimized the UX for 2 recognition products by conducting heuristic evaluations, customer and stakeholder interviews, and user flow analysis, resulting in greater recognition given.
- Created third-party integrations for Slack, MS Teams, and Google Workspace for the primary recognition product, realizing a 2% increase in recognition given.
- Improved button placement and styling achieved a 5% increase in recognition.

Software Technology Group, Salt Lake City, UT (Apr 2018 – Feb 2019)

Senior Product Designer

- Overhauled the Missionary Portal for The Church of Jesus Christ of Latter-day Saints, aligning all content with the design system.
- Revamped the immunization tool, achieving a 50% reduction of effort required to enter immunization data, while elevating data integrity and reestablishing confidence among MTC medical staff across 14 global locations.
- Guided a cross-functional effort to create and launch a new admin experience to maintain worldwide immunization requirements encompassing over 400 missions in over

Mavenlink, Salt Lake City, UT (Jul 2017 – Jan 2018)

Senior Product Designer

- Managed the design system while supporting feature work and ongoing maintenance.

SwipeClock, South Jordan, UT (Apr 2015 – Jul 2017)

Lead Product Designer

- Integrated reseller partners into product discovery, repaired and strengthened relationships, bringing about 2x revenue growth.
- Designed a highly successful biometric hardware clock with seamless integration and streamlined UX, propelling multi-million dollar sales, and enabling a private equity acquisition.
- Utilized in-depth user and stakeholder interviews, affinity diagrams, journey maps, user flows, wireframes, and prototypes to drive innovation and improvement in the core product adding over 10,000 SMB customers and moving the user base to over 1M users.
- Built a design system that empowered simultaneous support for generic and white-label SaaS Workforce Management software.

Experticity, Salt Lake City, UT (Oct 2014 – Mar 2015)

Senior UX Designer

- Consolidated 2 separate e-commerce products into a single user experience.

HealthEquity, Draper, UT (Mar 2014 – Oct 2014)

Senior UX Designer, Intraprenuer (Contract)

- Championed UX throughout the company, driving its recognition as a vital function as a senior member of multiple teams.
- Utilized Lean Startup methodologies (business model canvas, empathy maps, user flows, etc.) to test and validate over 12 new product offerings launching 2 new product features.

The Church of Jesus Christ of Latter-day Saints, Salt Lake City, UT (May 2008 – Mar 2014)

Interaction Designer, Front-End Developer

- Developed the first generation of Leader and Clerk Resources (LCR) to assist local leaders and eliminate reliance on on-premise software for over 30,000 local congregations.
- Conducted interviews, developed personas and journey maps, designed the UI, and oversaw implementation with the engineering team while leading UX for the initial release of multiple Church Educational System (CES) products including:
 - Online Seminary Registration (75% of targeted students registered within 6 weeks)

Previously: Microsoft, Mayo Clinic, Agency.com, GiftTree, Live Axle Interactive

EDUCATION

Pacific Northwest College of Art

Portland, OR

Bachelors of Fine Arts (BFA) in Graphic Design

SKILLS

Cross-functional Leadership, Stakeholder Management, Product Strategy, Adaptability, Critical Thinking, Problem Solving • UI/UX Design, User Research, Information Architecture, Wireframing, Prototyping, User Testing, Responsive Design, Web Design, Mobile Design, Design Systems, Typography • Figma, Adobe CC, Sketch