



# Tylee Marsh

product designer

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Experience	<b>Oak Studios</b> Product designer 2019 – present Intern from Nov 2018 – Feb 2019	<ul style="list-style-type: none"><li>• Led blog and Instagram content strategy, increasing blog traffic by 52.9% year-over-year and driving a 15% lift in overall signup clicks and 8% more unique clicks.</li><li>• Guided team to conceptualize, prototype, and launch an <u>AI summarizing tool</u>.</li><li>• Helped grow high-value conversions with a 6.8% increase in clicks to team signup pages, supporting adoption of higher-tier plans.</li><li>• Created and maintained Figma design systems with variables, components, and prototypes to standardize design and create consistency across the platform.</li><li>• Collaborated with cross-functional teams to author code for front-end design.</li><li>• Researched, wireframed, and designed brand refresh for social media site <u>Mastodon</u>.</li><li>• Crafted compelling copy for client and in-house web pages and social media to drive customer engagement.</li><li>• Launched notification system for B2C visual bookmarking tool on web and mobile app.</li></ul>	
	<b>Denton County</b> Tax Office Clerk I and II Court Clerk I, II, and III	<ul style="list-style-type: none"><li>• Applied county and state laws</li><li>• Adapted to ever evolving legislation</li><li>• Practiced effective communication skills</li><li>• Exceeded expectations for precise, accurate work</li></ul>	
Education	<b>University of North Texas</b> BFA Comm Design BA Psychology	Extracurricular	<b>AIGA Mentorship</b> Mentee in 2024 cohort
			<b>DSVC Top Senior Portfolio Nominee</b> 2018 <b>DSVC Educator's Choice Award</b> 2017 <b>UNT Top Portfolio</b> 2016, 2017, 2018