

# Timothy Harrelson

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I'm a collaborative product and UX/UI designer with 9+ years of experience in designing digital products.

I've worked with diverse stakeholders and clients, including enterprise companies, globally recognized creative agencies, international universities, and multi-lingual NGOs. My expertise lies in crafting design solutions by leveraging HCD, information architecture, UI/UX design, journey mapping, persona creation, and branding. In addition to excelling in cross-functional collaboration, I thrive in agile work environments with tight deadlines.

With a deep understanding of design principles and a focus on user-centered, company-forward solutions, I apply design thinking, usability heuristics, and visual design techniques to tackle complex experience challenges. My skill set encompasses responsive design approaches, adherence to WCAG requirements, and the maintenance and evolution of digital principles, design systems, and style guides. I am also proficient in HTML, CSS, SASS, and UX copywriting.

2023-Present (Contractor)



## Product Designer

🏗️ Pioneered React Component Library 🛠️ Created 2k+ Component Design System 📱 6+ Responsive Web Apps

As a UX/UI Designer at Deck Commerce, I research, conceptualize, and design intuitive, aesthetically pleasing, and brand-aligned user experiences for a modern, cloud-based omnichannel order management system (OMS) used by top ecommerce retailers worldwide. Leveraging user behavior data, customer feedback, and usability studies, I identify friction points and opportunities to improve the user journey. I deliver high-quality wireframes, prototypes, and design assets that streamline complex workflows. While collaborating cross-functionally, I maintain design libraries, ensure ADA compliance, and align solutions with strategic product goals.

2023-Present (Contractor)



## UX/UI Designer

💰 Generated \$100,000+ through UX Audits 🌐 Diverse Industry Expertise 🤝 Collaborative Design Leader

I delivered exceptional design solutions that generated **over \$100k in new revenue** through detailed audits and innovative designs. I spearheaded high-profile website projects across industries including media, real estate, entertainment, and government, creating user-friendly and visually striking experiences that consistently exceeded client expectations. Collaborating with a team of UX designers, I contributed to the development of multi-level design systems that effectively combined visual appeal with practical functionality. My dedication to excellence and collaborative approach drove remarkable results, earning trust and recognition from both clients and colleagues.

*"I had the privilege of collaborating with Tim at Elevated Third, and his creative vision, attention to detail, and unwavering dedication to excellence truly set him apart. Tim's ability to seamlessly blend aesthetics and functionality resulted in visually striking and user-friendly designs that consistently exceeded client expectations. Moreover, his positive attitude and collaborative nature made him an absolute pleasure to work with."*

— Mindy League, UX Director

2022-23



## UX/UI Strategist

🔍 Conducted 50+ UX Audits 📈 621% ↑ Landing Page CTA Clicks 📄 200+ Webpages Designed

As a UX/UI strategist, I developed an audit system to assess the efficacy of client's websites and landing pages. As they went through the process, I helped them increase conversion rates by aligning their business goals to UX best practices and human behavior patterns. Each client experienced an increase in conversion rates, with the best result seeing **over 600% increase** in landing page CTA conversions. I applied these same standards to landing page and website design to further set up clients for success with their target personas. During my time with Square 2, I also:

- Collaborated with cross-functional teams, ensuring exceptional products were delivered within budget constraints and always on time.
- Led meetings and trained stakeholders on how to implement UX best practices across all their digital assets.
- Created the first iteration of an internal design system to enable developers to quickly stand up new landing pages and websites for maximum ROI.

*"Tim is a rare talent. He lives and breathes UX/UI and his passion for it comes across in the work he does. Clients are routinely impressed by not only how thoughtful and comprehensive his recommendations are but how much care he takes in explaining the reasons behind those recommendations. Empathy is foundational to a great user experience and Tim has that in spades."*

— Bob McCarthy, VP of Creative & Campaigns

2020-22



## UX/UI Designer

🎨 Created 100+ High-Converting Webpages 📄 Designed 1M+ Monthly View Website 🖼️ 100+ Custom Illustrations

As a UX/UI Designer, I pioneered the company-wide standard of best UX practices, emphasizing design thinking, user-centered design, and usability heuristics. I successfully planned and executed dozens of digital solutions across multiple responsive websites. During my time at ISC I successfully:

- Redesigned a responsive, global, multi-lingual NGO website that helped them achieve **1,000,000+ monthly visits**.
- Created dozens of landing pages for nationally known non-profits that increased their conversion rates.
- Embedded a procedure for high-converting website design involving narrative-creation, webpage flow, and strategically placed actionable links on the page.
- Reinvented the company website and brand voice, with **100+ custom drawn illustrations**, giving them **more sales-qualified leads than they have ever seen**.

*"As a UX/UI designer, Tim brings a unique blend of creativity, analytical, and organizational thinking to every project. His attention to detail, organizational skills, and user-centered approach ensure that each design is highly intuitive and functional. Tim's ability to empathize with users, conduct thorough client research, and iterate on designs has resulted in fit-and-finish user experiences and happy clients!"*

— TJ Amlee, Part-Owner and Director of Web Strategy & Development

2018-Present



## Freelancer

🖼️ 100s of Custom Illustrations 📄 Website Design with 1M+ Views/Month 🛠️ Shipped 2k+ Component Library

I specialize in delivering holistic product design and branding expertise tailored to a diverse clientele spanning complex enterprise businesses to multi-lingual NGOs. With a deep understanding of design principles and a focus on user-centered, company-forward solutions, I apply design thinking, usability heuristics, and visual design techniques to tackle complex experience challenges. I have a track record of successes, from utilizing UX design to launch a website with **1M+ monthly views**, to designing design systems with **2,000+ components**.

*"What sets Tim apart is his entrepreneurial spirit. He has successfully built his own design and marketing consultancy – a testament to his drive, ambition, and hustle. This level of initiative speaks volumes about his work ethic and commitment to his craft."*

— Joe DeSapio, Director of GTM Field Readiness at Vercel

2016-20

## KESTREL CO

### Web Designer and Full Stack Developer

<> Proficient in HTML, CSS, SASS, JS, PHP 🛠️ Provided Support to Clients 📄 Created Dozens of Marketing Assets

Utilizing design thinking and usability heuristics, I successfully designed and developed landing pages for clients, prioritizing user experience. In addition to my core responsibilities, I actively supported web-related tasks and provided web support to clients. I contributed to visual design efforts for marketing campaigns, ensuring cohesive brand messaging across digital platforms. Moreover, I applied UX and WCAG best practices while designing and developing web pages, ensuring accessibility and a seamless user experience.

*"Tim is a rare breed in that he's an excellent team member, talented UI/UX designer, salesman, friend, counselor, leader, mentor, and he's the guy you want to grab a cup of coffee outside of work all wrapped up in one."*

— Ryan Haider, Co-founder | Chief Executive Partner

## About Me

🎵 Multi-Instrumentalist 🏠 Amateur Basement Finisher 🏋️ Health & Fitness Enthusiast

- I cut my teeth on drums beginning at age seven, and things took off from there. Since then, I've learned acoustic, electric, and bass guitar, banjo, mandolin, harmonica, xylophone, and the hardest of all – the triangle.
- I love learning new things, so when we needed a bigger space for our growing family, I set my sights to learn CAD software in order to design, and then finish my basement.
- After about 12 years of being injured with chronic back and neck pain due to herniated and bulged discs, I returned to regular strength training over the past two years and am loving it.
- More than all these things, I am so thankful to have four wonderful children and the most amazing wife anyone could hope for. Yet all these things pale in comparison to knowing and being known by my Maker and Redeemer, Jesus Christ. All I do, I aspire to do for Him.