

# Dylan Tarre

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## Summary

Product designer specializing in design systems and product foundations for complex, fast-moving products. Experienced in auditing fragmented design work, building unified component libraries and tokens, and creating clear documentation that aligns design and engineering. Comfortable bringing structure to ambiguity, supporting scale, and introducing automation and AI-assisted workflows to reduce manual effort and improve consistency.

## Experience

### Chief Operator / Product Designer

LG Media, LLC

Apr 2023 - Present (2 year 8 months)

- Automated process across teams, remaining hands-on with system design, tooling, & implementation
- Built data pipelines from scratch, integrating revenue, editorial, & business logic into one ontology
- Introduced automated AI-assisted agents for formatting & ops tasks, reducing manual effort
- Standardized design, editorial, & CMS workflows to support rapid launches & migrations

### Design Lead, Systems & Research

Promenade Group

Nov 2022 - Apr 2023 (6 month contract)

- Built unified Figma → Storybook design system with shared components, tokens, variables, & docs
- Established user research pipeline to synthesize customer feedback data into actionable tasks
- Managed & mentored four designers while remaining hands-on with system architecture
- Standardized core UI patterns, improving design-to-dev delivery speed by 50%

### Product Designer, Design Systems

Affine DeFi

May 2022 - Oct 2022 (6 month contract)

- Audited existing UX and design patterns & components, generating 20+ actionable improvements
- Built a closed-loop Figma → React design system with shared visibility across teams
- Partnered with engineering to ensure system components mapped cleanly to React
- Defined core brand system (color, motion, graphics) to support a seamless rebrand

### Design Lead, Design Systems

IXL Learning

Nov 2017 - May 2022 (4 years 7 months)

- Created & maintained design systems for IXL, Rosetta Stone, Vocabulary.com, & Education.com
- Defined foundational variable elements (type, color, spacing, accessibility) within design systems
- Enabled a lean team to support ~4x more product surface area with systems & consistency
- Partnered closely with engineering to align system design with implementation constraints
- Managed & mentored four designers through regular reviews & system adoption practices



## Solutions Architect g

Go2Group

Nov 2015 - Jun 2017 (1 year 8 months)

- Worked within existing enterprise structures to create solutions that increased team productivity
- Built custom workflow & documentation solutions using Jira, Confluence, & Bitbucket
- Advised enterprise teams on process design, documentation, & technical support
- Supported clients including Anthem, Honda, LabCorp, Turnitin, & the GSA



## Founding Product Designer

Zeal Learning

Aug 2013 - Jul 2015 (2 years)

- Created branding & user experience across web, Android, & iOS
- Built & shipped a product from zero to one, from concept through market launch
- Maintained a cohesive experience for three customer-types: teachers, students, & parents
- Iterated rapidly in an agile environment using user research, testing, & direct observation
- Worked directly with engineering to solve problems, iterate, & release quickly



## Sr. User Experience Designer

Zynga

Apr 2010 - Jun 2013 (3 years 3 months)

- Redesigned FarmVille store supporting \$1B+ in marketplace sales
- Designed & iterated 20+ revenue-producing social mechanics & features
- Created in-game crafting systems & a U.S.-patented chat system - #US 20140024450
- Led design translating FarmVille from web to mobile (FarmVille Express)
- Designed internal promotional & launch materials



## Designer

Cartoon Network

Mar 2005 - Apr 2010 (5 years 2 months)

- Led Adult Swim/Cartoon Network Games section redesigns, significantly increasing session length
- Created websites for major launches including Adventure Time, Star Wars: Clone Wars, & Flapjack
- Designed show-based Flash games & UI for Cartoon Network's MMO

## Core Skills

Adobe Creative Suite · Design Systems · Figma · Design to Dev Alignment · Documentation & Usage Guidelines · Automation & AI-Assisted Workflows · Component Architecture · Product Foundations · Cross-Functional Collaboration · Full Stack Development

## Education



### Full Sail University

Associates Degree, Digital Media

2003 - 2004