

TYLER TOUPIN



<https://tylertoupin.com/>



Username: guest1
Password: guestpass1

USER EXPERIENCE

USER INTERFACING

OVERVIEW

A Digital Solutions Creative/Manager with expertise in UI/UX design, and a savvy understanding of branding in corporate and small business spaces. A flexible decision maker with excellent written and verbal communication skills, who excels in team environments!

CONTACT

+1 (248) 895-9149
tyler.toupin11@gmail.com

EDUCATION

B.A. - Bachelor of Graphic Design
Oakland University 2014

UX Design Techdegree
Team Treehouse

EXPERTISE

UI/UX Design
Visual Design
Wireframing/Prototyping
Data Analysis
User Research
Project Management
Adobe Creative Suite
Figma
HTML, CSS, JS/JQuery, PHP
SQL

Atchinson Ford – Belleville, MI

April 2025 - Present

DIGITAL MARKETING MANAGER *On-site*

A combination of Project Management, Data Analytics, and UI/UX Design Philosophy I currently handle all of Atchinson Ford's digital marketing needs. My daily roles include Data Analytics, Website Design & Maintenance, Email Strategy, 3rd party relations with vendors, digital/printable ads, social media campaigns, and more.

Utilizing GA4 and other proprietary platforms, I analyzed

- ◆ data from our 3rd party partners as well as internal advertising campaigns to hone our Marketing Strategies.

I meet weekly with various partners to discuss ad spend,

- ◆ pivot on marketing strategy, and touch base on campaign performance (Google listings/PPC, social media ads, etc.)

I spearheaded the recent web platform migration from

- ◆ Dealer.com to DealerOn. My involvement includes structuring the entire website, stressing best practice design from years of UI/UX expertise, and ensuring the new platform meets SEO standards

Pioneered new, internal email marketing efforts that drove

- ◆ a significant amount of traffic to our web platform. I also designed various branded, digital ads and ads for print.



References Available

Woodland Direct – Auburn Hills, MI

August 2021 - March 2024

USER EXPERIENCE DESIGNER *Hybrid*

As the sole UX Designer I brokered all of the enhancements and new features to Woodland Direct's eCommerce platform. Utilizing wireframes/interactive and responsive design mock ups, I collaborated with our Development Team, sales professionals, and Content Team to improve the performance of our products.

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In a year, our freshly minted experience department

- ◆ successfully doubled the conversion rate on our eCommerce platform from our 2021 average of .18% to the 2022 average of .35%.

In my tenure at the company I pioneered numerous other

- ◆ projects improving metrics such as item adds per cart, user bounce rate, average order value (AOV), user time on site/pages visited, and overall revenue per traffic volume.

Our Customer Engagement Strategist and I meticulously

- ◆ tested projects via Google Analytics, Salesforce, and VWO in order to ensure that our users were engaging with new materials and variants.

I oversaw and wrote comprehensive build instructions for

- ◆ our Development team to follow each project I put together highlighting functionality guidelines.



References Available

Robert Half – Southfield, MI **November 2020 - August 2021**

✂ **WEBSITE DESIGNER/DEVELOPER (UI)** *Remote*

(Contract) Nostrum Energy

Served as the lead for Nostrum High Performance's new eCommerce website build from end-to-end. Working with their in-house graphic designer and account management, I pieced together design concepts that translated to the web per best practices and practicality.

Worked from flow charts and several high & low resolution

- ◆ mockups to ensure Nostrum's needs were met in the fashion they expected.

Set up collaborative meetings with the Nostrum team to

- ◆ discuss needs and present active work – offering QA, explaining rationale, and working with limited margins/resources.

Designed Graphics and developed custom

- ◆ elements to marry their Wordpress and BigCommerce platforms.



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(Contract) BI Worldwide

Re-designed user interfaces of internal assessment tools for Mack and Volvo trucks from end-to-end. Built front-end architectures for said tools including interactive graphs, message prompts, and front-end animation/transition. Developed secure back-end data basing frameworks including password reset functionality and email verification. Also developed Internal training courses and other static work such as event layout diagrams.



References Available

CDK Global – Detroit, MI

January 2017 - June 2019



WEB DESIGN SPECIALIST II *On-site*

Designed landing pages, custom CTA sections, and static advertisements for automotive dealerships. Worked with GM (Chevrolet, Buick, GMC, and Cadillac), Ford, Lexus, Infiniti, Mazda, Hyundai, Volkswagen, Nissan, and more. Utilized HTML, CSS, and .js to implement changes to live websites via a proprietary CMS.

- ◆ Coordinated closely with Account Advocates and Dealership Representatives (via conference/individual calls and email chains) to accomplish complex tasks, and to hash details of the work they needed done.
- ◆ Designed and implemented 2000+ custom web advertisements for dealerships from the aforementioned vehicle brands, bridging the gap of client request and OEM compliance.
- ◆ Maintained a position in a high percentile for case volume, consistently meeting strict deadlines and maintaining a 95% accuracy rate for initial quality in our internal metrics system (client changes).



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CDK Global – Detroit, MI

July 2014 - September 2015

WEBSITE DESIGNER *On-site*

Designed responsive websites from end-to-end. Met with our SEO team and copywriters for wireframing and general layout, and worked directly with the development team during the building phase.

Also designed splash pages, brand identities, and PPC campaign ads for businesses in multiple industries. Made various updates to live websites and structured internal page layouts via custom HTML/CSS, while operating within a proprietary CMS.



References Available

I also have ample experience freelancing in the **UI/UX and Graphic Design fields**. I have designed and developed websites for multiple clients, have developed a product for small businesses, and more.

Other positions I have held in my career available per request.

Visit:



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