

Tyler Norton

Creative & Design Leader · Boston, MA

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Case studies: RocketReach, Unqork

SUMMARY

Builds design and creative teams from zero and ties the work to revenue. 14 years leading creative and product design at SaaS companies, including 6 as a Creative Director. Currently leads a 6-person design and marketing creative team at RocketReach and owns every visual and creative decision across product, brand, and marketing. Runs a lean team, using Claude Code to automate operations and prototype in code.

SELECTED IMPACT

- Redesigned bulk purchasing at RocketReach; weekly credit spend up **286% YoY**
- Contributed to **98% ARR growth** at RocketReach by leading the product redesign, brand refresh, and signup and upgrade activation work
- **39% YoY user growth** at RocketReach from product and growth work
- **20+ hours a week saved** through Claude Code automation; dev handoff shortened by weeks

EXPERIENCE

RocketReach / Senior Design Lead

2022–Present

Lead intelligence platform with 26M+ users, including 95% of the S&P 500. Web app and browser extension.

- Built the design team from scratch. Now lead 6 across design and marketing creative (5 staff, 3 direct reports, plus freelancers) and own the design budget
- Own all visual and creative decisions across product, brand, and marketing: ads, social, video, email, and landing pages
- Ran all marketing creative before a marketing team existed, then kept the brand consistent through its formation and a leadership change
- Led the product UI redesign, brand refresh, new user flows, and growth work on signup, upgrades, and landing pages
- Automated team operations and work tracking with Claude Code, saving 20+ hours a week. Prototype in real code with production components
- Built 4 UX/UI skills and plugins and a design system reference that syncs from Figma daily, cutting dev handoff by weeks
- Bringing marketing page production in-house with Claude, replacing multiple freelancers

Unqork / UX Design Services Lead

2021–2022

- Led the design system and internal design services used by every product team (3 direct reports)
- Set roadmap and backlog priorities with the UX engineering and product leads
- Trained staff company-wide to run UX sessions
- Company grew 250%+ and reached a \$2B valuation over the same period

Liberty Mutual (Solaria Labs) / Senior UX & Product Designer

2020–2021

- Principal designer on Dwellbeing, a mobile app taken from 0 to 1 through launch
- Set product direction with product and company leadership

Chegg (Thinkful) / UX/UI Design Mentor (5 students per cohort)

2020–2021

Mitrend / Creative Director & Strategist

2013–2019

- Sole creative lead with one designer reporting to me. Owned product UI, brand, website, marketing, and client deliverables
- Worked with the CEO and tech lead on company and product strategy
- Platform reached 10k+ users, including multiple Fortune 50 companies, and drove \$5B+ in revenue for users

Questex Media / Design Team Lead

2012–2013 · Newton, MA

- Led a team of 5 designers and owned project plans, budgets, scope, and timelines
- Led rebrands and marketing production for 50+ trade show and magazine brands

TOOLS

AI	Claude Code, Claude, OpenAI, Figma MCP, AI skills and plugins, custom MCP servers
Design	Figma, FigJam, Sketch, Adobe XD, Storybook
Code	GitHub, HTML/CSS/JS, WordPress
Operations	Jira, Trello, Miro, Slack

EDUCATION

Emmanuel College, Boston, MA | BFA, Graphic Design