

Tyreil Poosri

User-centered product designer who starts with research and structure, not screens —
15 years across government, finance, and enterprise systems.

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UI/UX Designer | Corporate Tools | Remote

January 2025 – Present

Design of a scalable drag-and-drop interface powering Notifications and Form Builder, and UX lead for Corporate Tools' Domain Registry.

No-Code Drag-and-Drop Builder

- Designed drag-and-drop notification and form-builder tooling that lets non-technical staff configure complex conditional workflows without engineering support — removing a persistent delivery bottleneck.
- Traced form and notification build failures to a confusing arrow-based column-width control using Matomo interaction data, and redesigned custom element sizing to resolve it.

Domain Registry

- Lead interface design for the launch of the Domain Registry product, designing for scale across a growing product surface.
- Designed the internal admin and customer service experiences alongside the customer-facing product, so staff resolving an issue and the customer reporting it work against the same model.

Principal UX Designer | Moat Metrics | Remote

June 2024 to Dec 2024

Carried Innovation Alpha through its spinout from Aon into an independent company as the only designer on the product.

Innovation Alpha

- Restructured the product's information architecture for a standalone company and rebranded the live application without disrupting the users already working in it.
- Ran moderated usability sessions observing subject-matter experts work in Innovation Alpha, surfacing which signals they actually relied on to reach a judgment — and that they trusted established industry terminology over the proprietary vocabulary we had introduced, including our own COR score.

Armory Design System

- Owned and extended Armory, the company design system, adopted by additional product teams as the shared foundation for everything Moat Metrics shipped.

Principal UX Designer | Aon, Intellectual Property Solutions | Remote

April 2022 to December 2024

Sole designer on Innovation Alpha, an enterprise platform that turns fragmented patent, litigation, and product data into a readable signal of a company's strength. Owned the product end to end — research, information architecture, interaction design, data visualization, and the design system underneath it.

Research & Stakeholder Engagement

- Interviewed stakeholders and subject-matter experts across investing, analysis, and law; synthesized findings into three personas whose real objectives became the benchmark every design decision was tested against.
- Partnered with researchers to create the COR (Coverage / Opportunity / Resilience) framework, giving a sprawling analytical model a single vocabulary a user could learn once and read anywhere in the product.

Product Design

- Designed the information architecture, interaction model, and data visualizations in direct partnership with engineers.

Armory Design System

- Built and owned Armory, the component design system the product was assembled from, architected so each component lived in its own file — maintainable by a single designer and fast to extend.

Senior UX Designer | Ad Hoc LLC | Remote May 2021 to April 2022

Work spanning Ad Hoc's internal design efforts and the Federal Civilian practice, partnering with OMB and GSA in support of the "Made in America" Executive Order, an initiative to strengthen federal procurement practices and maximize the use of American-made goods and services.

Made In America Executive Order

- Sole designer on a three-person Ad Hoc team supporting GSA and OMB, implementing the Executive Order "Ensuring the Future Is Made in All of America by All of America's Workers."
- Addressed a findability problem in a public federal system: businesses seeking government work had to navigate the Federal Procurement Data System to learn whether Buy American waivers had been proposed or granted. The mandate was a public "one-stop shop" that made that information plain.
- Facilitated creation of the information architecture and content map with subject-matter experts, defining page templates, the content belonging on each, and written copy specifications where content was still undetermined.
- Designed the site identity and delivered mockups and a clickthrough prototype in a four-week design sprint with zero design revisions, built on USWDS 2.0.

UX Designer | Fresh Consulting | Remote September 2019 to May 2021

Designed Symetra's Digital Customer Experience, moving an insurer whose statements, billing, and payments were entirely paper-based onto a single self-service platform; launched December 2020. One of five designers on a 21-person cross-functional team of business analysts, product owners, developers, and designers, working in sprints from research through handoff.

- Stood up the team's usability-testing practice — moved the team onto UserTesting.com and wrote the workflow so any team member could run a study — then tested key flows across desktop and mobile and fed findings back into design.
- Contributed to and maintained the shared design library relied on by both the Customer and Partner product teams.
- Restructured the team's Figma architecture into one file per feature with a consistent page structure, so stakeholders, analysts, product owners, and developers could all find the designs they needed as the product grew.
- Wrote user stories and acceptance criteria; participated in sprint planning alongside business analysts, product owners, and engineers.
- Authored the design-to-development handoff guide and delivered hands-on Figma training built around discussion and practice, enabling client-side designers to contribute to the library without creating design debt.

Selected Independent Work

Khora | Palinode Productions | 2024

Owned foundational discovery for an open-source multimedia philosophy platform serving audiences ranging from tenured academics to digital artists.

- Ran user interviews and built four personas capturing fundamentally different ways of learning.
- Designed and facilitated a card-sorting study, analyzed results quantitatively (co-occurrence, participant agreement, outliers) and qualitatively (the reasoning behind the groupings) into a standardization grid.
- Validated the resulting structure through tree testing and refined it before any screens were built.

Skills

- Leadership: 0→1 product ownership, Design system governance, DesignOps, Design-to-development handoff, Workshop facilitation, Team training, Mentorship, Agile delivery
- Design Craft: Information architecture, Interaction design, Wireframing and prototyping, UI and visual design, Data visualization, Brand and identity design, Content mapping and plain language, Device-agnostic responsive design
- Research: User interviews, Stakeholder and SME interviews, Usability testing · Card sorting, Tree testing, Persona development, Research-derived information architecture

Education

- BFA in Visual Communication Design — Eastern Washington University, 2015
- Associate of Arts Degree — Spokane Falls Community College, 2015