TY CUMMINS DESIGN

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education

ART INSTITUTE of SALT LAKE CITY `'09-'13`

bachelor's of science in graphic design

about

PRODUCT VISIONARY
& SPACE ENTHUSIAST

passions

Driving innovation through user-centric design, object-oriented design principles, and leveraging AI in creative workflows. I'm endlessly fascinated by the intricate mechanics of orbital dynamics, bringing that curiosity to problem-solving.

philosophy

With nearly a decade in Product Design, and over 15 years crafting brands and experiences both in person and online, I've seen firsthand that true long-term revenue is built on showing users they are heard and deeply understood. My approach champions company-wide collaboration as the only trajectory to solving complex problems and launching successful products.

contact

work experience

SIXFIFTY `'24-'25`
sr. product designer

- Led product design efforts, including the release of several key features that directly contributed to the company's successful acquisition.
- Developed multiple AI-powered features, notably a legal Q&A system achieving a 96% success rate in answer quality.
- Designed and implemented a comprehensive design system from the ground up, establishing visual consistency and efficiency across all products.

PLURALSIGHT `'22-'24`
product designer

- Designed a leadership dashboard to address a key revenue loss driver, impacting millions in ARR Loss.
- Led UX/UI for the A Cloud Guru acquisition, integrating the product into the Pluralsight platform to unify the user experience.

DDM `'19-'22`
ux designer

- Led UX design and launch of three new products under the Homes brand (Buy, Build, Rent), creating new revenue streams.
- Established a new design system for KSL.com and spearheaded the complete rebranding of Utah.com.
- Pivoted the Jobs product model to increase revenue by targeting high-value "white collar" positions.

NUMBER SIX `'18-'19`
art director

IFIT `'17-'18`
digital designer

EKR `'16-'17`
ui designer

SQWAK `'16-'16`
art director & project manager

REAL MEDIA `'13-'16`
multiple creative positions