



Troy Lendman | Product Designer

Contact

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troylendman.com

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Skills

- Mobile UI/UX
- Prototyping
- Product Research
- Interaction Design
- Visual/Graphic
- Web UI/UX
- Website Design
- HTML & CSS
- User Testing
- Brand Identity

Tools

- Sketch
- Figma
- Adobe Illustrator
- InVision
- Jira
- Wordpress
- Balsamiq
- Adobe Premier Pro
- Google Analytics
- Mixpanel
- uizard
- & many more!

Work Experience

Director of Product Design

SHYFT TECHNOLOGIES, INC. | AUG 2017 - PRESENT

- Spearheaded the end-to-end design overhaul of the Shyft mobile application (versions 2.0 and 3.0) for iOS and Android, leading initiatives from user and competitive research to final delivery. My comprehensive approach to wireframing, prototyping, UI/UX design, and presentation culminated in the seamless execution of design assets, enhancing user engagement and satisfaction.
- Championed the company's rebranding, orchestrating a complete revamp of the Shyft logo and brand identity. My strategic vision in competitive analysis and trend identification resulted in a refreshed brand framework that elevated our presence across all digital platforms, including applications, the corporate website, and social media.
- Pioneered the product redesign of the Shyft 3.0 Manager Dashboard, aligning the web application's aesthetic and functionality with our mobile framework. This effort modernized the administrative user interface, setting a new industry benchmark for operational platforms.
- Conceptualized and executed the development of Shyft's customer-facing website. I was instrumental in crafting brand-aligned graphics and a content organization strategy, ensuring scalability and consistency across our online presence.
- Played a pivotal role in the Engineering & QA processes, meticulously documenting and steering design sprints through Jira. Collaborated closely with cross-disciplinary teams to troubleshoot and enhance product features, fortifying the bridge between design intent and technical execution.
- Directed our Graphic Design, Advertising, and Social Media narrative, creating a suite of impactful marketing materials that spanned digital and print media. Managed comprehensive ad campaigns, balancing creativity with analytical acumen to optimize budgets and spearhead successful content strategies.

Founder, CEO

BARISTA LIFE, LLC | MAR 2013 - AUG 2017

- Created Barista Life brand and grew social media following to over 250k followers across multiple platforms.
- Created innovative product offerings including the PenPal and Barista Bottle. Developed paid sponsorship campaigns leading to a partnership with Shyft.
- Generated \$100k+ in revenue.

Education

California State University, Northridge B.Sc. Marketing

2011-2015