







PERSONAL DETAILS

Name	 Tyler Holland
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EDUCATION

University	University of California, Santa Barbara
Degree	B.A. Political Science - 2004

RECENT EXPERIENCE

SevenDesign

2017 - Present

Senior Strategy Consultant

Initially brought on to offer technical expertise to agency's involvement with marketing, partnership, and sales efforts for Visa's global launch of Visa Direct. Role has expanded to encompass business development, client management, branding, and organizational leadership.

- Closed sale on new client engagement, generating \$250k in first 2 months
- Team lead on development of brand identity platform for new client and website strategy & redesign
- Strategy and execution support on go-to-market efforts for launch of Visa Direct payment technology
- Client relationship management across multiple departments within Visa

Red Clay

2013 - 2017

Chief Technology Officer / Head of Product

Provided product vision for a marketplace connecting brands to top freelance industrial design talent. Led product from concept to design to roadmap and QA. Assembled and led a team of developers to create an online marketplace or industrial design used by companies including Target, Walmart.com, and GE within the first year of launch.

- Ownership of the technology direction, architecture, design and development of our industrial design matchmaking and workflow SaaS platform
- Implemented / oversaw agile development lifecycle with continuous integration and deployment practices
- Lean approach to user behavior analysis / requirements gathering

Exponent

2010 - 2011



Software Development Supervisor

Led efforts for internal software development to modernize software processes with custom systems. Lent expertise and executed external client software engagements.

Spearheaded requirements gathering, system design, software development, team/project management, and roll-out planning for initiatives spanning multi-office, organization-wide technology solutions within a primarily Microsoft (.Net, MSSQL) ecosystem.

PROFILE



 [linkedin.com/in/tyler-holland-7147535](https://www.linkedin.com/in/tyler-holland-7147535)
 500px.com/tylerhollandpro

Senior Strategy Consultant @ SevenDesign

Excited to contribute product vision, strategy, team leadership and technical fluency as a product owner or business leader within a strong team delivering solutions with impact.

Committed to the principles of user-driven product design and agile software development. Track record of success assembling and managing on-site and remote teams. Broad technical literacy and background in systems analysis and software development across multiple stacks.

SKILLS

★ Product / Leadership

Product vision & management
Team leadership
Business development
Client management
User driven development
User experience (UX/UI)
Interface design
Agile methodology
Functional prototyping
KPI definition / measurement
Technology integration
Systems analysis
Continuous integration

🖥 Engineering Technologies

Ruby on Rails
Backbone.js
Javascript
.Net MVC C# & VB
SQL (MSSQL / PostgreSQL)
Git
CSS
HTML
Capybara
Jasmine

Design

Adobe Creative Suite
UX design
Photography