Tyler Renfro

SENIOR UX DESIGNER

Enterprise Fintech, Data-Intensive Workflows & Design Systems

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SUMMARY

Senior UX Designer with 10+ years of experience and expertise in internal enterprise fintech and B2B web applications for lending, institutional banking, payments and financial operations. Owns work from discovery through implementation, turning ambiguous business requirements into data-intensive workflows.

Career Highlights

- **Core Cooperative Platform:** Design the platform at the heart of CoBank's cooperative model. It evaluates every loan for volume, portfolio balance and patronage eligibility, and determines the $1B+ returned each year to customer-owners.
- **Enterprise-Scale Financial Operations:** At Priority, a publicly traded company processing $130B+ across 1.2M+ accounts, owned enterprise cash management UX for the core-platform revamp, unifying digital, physical-cash and service channels.
- **Ambiguity to Board Decision:** Starting from one-line briefs and no defined requirements, proposed the product vision and built the board-ready prototypes behind Priority's $37M Plastiq acquisition and its TheoBuild acquisition (relaunched as MX Build).

EXPERIENCE

CoBank – Senior Product Design Consultant

Jun 2025 – Present

Denver, CO · $220B+ cooperative bank serving agriculture, infrastructure and rural communities

Patronage & Payment Distribution: Design the platform staff use to calculate, approve and distribute patronage across every customer and Farm Credit association: data grids of thousands of records with search, filters, drill-down and bulk actions.

Approvals & Exceptions: Design role-based permissions, prepare-review-approve steps and exception views for records that fail validation or need manual adjustment, with ledger-level tracking.

Lending & Cash Management: Design loan servicing, compliance, ACH return and batch workflows for $100M+ in loans a year.

Engineering Partnership: Review API responses and data models with engineers before designing, and spec every state (empty, loading, error, partial, read-only, locked) so builds match the design.

GoBuyside – Staff Product Designer (Contract)

Jan 2025 – Jun 2025

Remote · Private equity recruiting firm and talent platform for investment firms

Two-Sided Platform Redesign: Redesigned a recruiting platform for investment firms and finance talent: one-time candidate profiles matched to roles, and recruiter tools to search, filter, bulk-shortlist and move candidates through pipeline stages.

Acquisition Readiness: As the only designer, partnered with the CEO through a six-month diligence window to a successful exit.

USDA Farm Service Agency – Lead Product Design Consultant (Contract)

Jul 2024 – Mar 2025

Remote · Farm loan program modernization, subcontracted through AttainX

National Loan Modernization: Led design direction for modernizing two legacy loan systems, one for borrowers and one for internal staff, in a program behind $30B+ in agricultural lending.

Consistency Standard: Raised page-to-page design drift and code bloat to program leadership, then set a templating standard adopted by all 4 design pods; mentored junior and mid-level designers.

Accessible Component Library: Built a shared Figma component library on the U.S. Web Design System (USWDS) to meet Section 508 and WCAG 2.1 AA, and partnered with teams through screen-reader testing and accessibility fixes.

EXPERIENCE

Priority Technology Holdings (NASDAQ: PRTH) – Senior Product Designer

Feb 2021 – Feb 2025

Remote · Publicly traded payments and banking technology company

Enterprise Design System: Built a Material UI design system from the ground up for 20+ internal, white-label and acquired products: Figma variables with theme modes, component properties mirroring React props, docs and adoption workshops.

Merchant & Partner Platforms: First in-house designer on MX Merchant and MX Connect, where resellers underwrite and service portfolios: grids of thousands of merchants with saved filters, column controls, export and ACH returns.

Enterprise Cash Management: Owned UX for payment initiation, ledgers, reconciliation, balance reporting and forecasting, bringing physical cash (safes, drawers, armored pickups), digital and service channels into one interface.

Acquisition & Executive Strategy: With the co-founder, turned one-line briefs into board-ready prototypes for Priority's entire tech venture portfolio.

Second Street – Senior Product Designer

Nov 2018 – Feb 2021

St. Louis, MO · Audience-engagement and promotions SaaS for media companies, acquired by Upland Software

Suite-Wide Design System: Directed design for a 13-product suite with 2,000+ daily users and built its design system.

Research & Design Reviews: Started usability testing, A/B testing and NPS; ran company-wide design reviews.

Abstrakt Marketing Group – Lead Web Design Strategist

Nov 2017 – Nov 2018

St. Louis, MO · B2B lead generation and marketing agency

Web Design System: Built the agency's web design system, a Bootstrap template library co-developed with engineers.

Team Enablement: Trained 10+ print designers in Sketch, HTML/CSS and web layout; output grew from 1–3 to 16 websites a month without major hiring, unblocking the sales pipeline.

Independent Consultant – Product Designer & Front-End Developer

2015 – 2017

St. Louis, MO · Product design and front-end development for early-stage startups

Startup Product Delivery: Took startup projects, including a food-delivery app that was later acquired, from discovery to production code (Angular, WordPress).

SKILLS

- **UX & Interaction Design:** Enterprise UX, complex workflows, multistep processes, information architecture, data grids and tables, filtering and search, forms, dashboards, workflow states, edge cases, business rules, prototyping
- **Design Systems & Figma:** Auto Layout, variables and modes, variants, component properties, shared libraries, tokens, component architecture, reusable patterns, Material UI, USWDS, WCAG 2.1 AA, Section 508
- **Engineering Collaboration:** APIs, data models, application state, design-to-code handoff, coded prototypes, custom software
- **Consulting & Communication:** Client workshops, design reviews, stakeholder interviews, requirements, documentation
- **Tools:** Figma, FigJam, React, Next.js, TypeScript, Angular, HTML/CSS, Storybook, Git, Claude, Copilot

EDUCATION & CERTIFICATION

Nielsen Norman Group · UX Certification, UX Management Specialty

Southern Illinois University Edwardsville · Graphic Design