

Tyler Renfro

SENIOR PRODUCT DESIGNER

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PROFILE

Senior Product Designer with 10+ years of experience designing and shipping financial products across mobile and web. Deep expertise in payments, lending, money movement, and regulated workflows, with a strong focus on clarity, security, and polished execution. Known for owning end-to-end financial experiences, including onboarding, verification, transactions, error states, and reconciliation, while partnering closely with product, engineering, and data to deliver measurable impact.

EXPERIENCE

CoBank - Senior Product Design Consultant

June 2025–present

Financial Platform Modernization

Owned UX strategy and design execution for end-to-end modernization of lending, compliance, and internal financial tools at a \$160B+ financial institution.

Designed complex, multi-step workflows involving eligibility, approvals, compliance checks, and fund movement—translating regulatory constraints into clear, usable experiences.

GoBuyside - Senior Product Design Consultant

Jan 2025–June 2025

Acquisition-Readiness Support: Provided acquisition-readiness UX support, producing investor pitch decks, a redesigned marketing site, and enhanced talent-platform workflows.

Diligence & Narrative Development: Work directly influenced the company's CEO exit and final acquisition outcome, shaping the product narrative used in diligence and buyer conversations.

United States Department of Agriculture - Lead Product Design Consultant

July 2024–June 2025

National Loan Modernization: Led UX strategy and design vision for modernizing the Farm Service Agency's legacy loan-management systems, supporting a national program responsible for \$30B+ in agricultural lending.

Federal-Grade Design System: Established a design system in Figma aligned with the U.S. Web Design System (USWDS), enabling consistent, accessible interfaces across multiple product teams.

Priority Technology Holdings - Senior Product Designer

Feb 2021–Feb 2025

\$37M PlastiQ Acquisition: Created detailed prototypes, financial experience flows, and strategic design narratives used by the executive team and board to approve the acquisition of PlastiQ.

Enterprise Customer Program: Partnered with the co-founder to design and operationalize a program that secured multi-million-dollar financing agreements and expanded Priority's high-profile enterprise client base.

\$2M Minnesota Wild Financing: Led design and prototyping that secured ticket-financing and NIL-contract platform, helping Priority pitch and close strategic partnerships within professional sports.

\$7M AR Reconciliation: Created end-to-end prototypes for an AR reconciliation and resolution platform designed to help the organization recover \$7M in outstanding payments, streamline risk workflows, and modernize legacy systems.