



TY
CUMMINS
DESIGN

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

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work experience

SIXFIFTY

'24-'26

lead 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