



## Tyson Rude

### Profile

I'm a digital product leader with 15+ years of experience across UX design, product management, marketing technology, and digital experience platforms. My career began in UX—solving interaction and usability challenges—but over time it expanded into leading the strategy, platforms, and cross-functional teams that bring digital products to life.

### WORK HISTORY

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## Select Health

### **PRODUCT MANAGER | UX DESIGN LEAD – MAR 2026-PRESENT**

Product Manager for Select Health's marketing web ecosystem, overseeing three enterprise websites supporting content, sales, forms, and localization. I lead platform strategy and delivery across the Adobe Experience Manager suite (Sites, Assets, Forms, Analytics) while driving operational excellence, scalability, and performance.

I also lead the UX Design Center of Excellence, setting experience standards and guiding a team of UX designers to deliver consistent, accessible, and member-focused experiences. My role spans both product and technical leadership, partnering with product managers, SEO, engineers, QA, business analysts, and project managers to deliver high-impact digital solutions.

### **UX DESIGN MANAGER – DEC 2022-MAR 2026**

I owned the strategy of product design and lead a team of UX designers that support member applications, consumer websites, provider portal, and other customer digital experiences at Select Health. I collaborated with designers, developers, and project managers to establish new processes with a systems thinking approach.

## Zus Health

### SENIOR UX DESIGNER – MAY 2022-SEP 2022

I lead the discovery of new ideas and research-driven solutions that utilize interoperable data at the core. My area of focus has been around care team sharing of patient data, pre-populated patient data in patient forms, and other cutting edge experiences that will improve digital health for years to come. Idea discover and validation is driven by generative research interviews with a variety of clinicians, UX workshops, PoCs (Figma prototypes), moderated user testing, and evaluative interviews.

## EKKO Studio

### UX DESIGN CONSULTANT – SEP 2021-MAY 2022

I lead a small team of contract designers to build out a new digital member experience for SelectHealth Insurance, of Utah. I assisted with UX and UI design, provided guidance to SelectHealth to establish an internal design team and best practices, and lead the build and organization of their first design system. With my previous background in health insurance, I was able to help identify opportunities in the market that could improve the value of SelectHealth's member experience.

## Priority Health

### UX MANAGER – JUN 2019-SEP 2021

I lead a team of incredible humans that design great experiences for Priority Health members, providers, and agents. I collaborate with VPs, directors, and additional stakeholders to establish digital strategies to implement new functionality and ensure continuous improvement of existing digital experiences, and provide design consultation from the basis of UX best practices, user data, and feasibility. I spend most of my time in communications across the organization to ensure my team has clarity, space, and the support they need to at their best.

### LEAD UX DESIGNER – OCT 2017-JUN 2019

I lead the design of the Priority Health app from the ground up. I was responsible for delivering early wireframe concepts for feature work validated by moderated and unmoderated user tests, tree testing, etc. in collaboration with designers and stakeholders. I managed design sprints and facilitated weekly design reviews and collaborative sessions. I facilitated workshops to gather business and user insights and establish clear direction for visual design. I also launched the first ever Priority Health Design System, Canopy.

## **Bloom 7**

### **HEAD OF DESIGN – JUL 2013-OCT 2017**

I directed and executed the design & creative of all client work at Bloom 7; UX/UI, print, photography, and video. I worked with development teams internationally on several digital products. I built end-to-end marketing campaigns and created content for e-commerce sites. I photographed products, people, real estate, and business environments, i.e. green houses, farms, and storefronts.

### SKILLS

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#### **Soft Skills**

- Leadership (people & technology)
- Communication
- Solution oriented
- Systems thinker
- Adaptability
- Teamwork
- Learner
- ESFJ

#### **Hard Skills**

- HTML/CSS/JS
- Figma
- Git
- AI Agents
- VS Code / CLIs
- Adobe Creative Suite