

Dylan Byars

UX Researcher & Front-End Web Developer

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Summary Hybrid UX Researcher and Front-End Developer who blends user-centered design with robust coding execution. Specializes in creating engaging, scalable, and research-driven web experiences. Adept at leading research initiatives, building design systems, and coding pixel-accurate, responsive webpages with HTML, CSS, and JavaScript. Passionate about crafting web ecosystems that drive engagement, retention, and community.

Work Experience

Storm Bowling Products — UX Researcher & Front-End Web Developer

- Led generative user research to uncover user needs, setting the strategic foundation for Phase 1 of the site's redesign with the goal of transforming Storm's site into the premier online destination for bowling content.
- Designed and developed custom webpages from the ground up, evolving a bare-bones website into a rich, engaging platform.
- Created and implemented a scalable design system to drive visual and structural consistency across pages.
- Built and refined reusable HTML/CSS/JS components to streamline development, improve performance, and support future scalability.
- Led the redesign of the site's information architecture and navigation to support rapid content expansion, ensuring seamless experiences across desktop and mobile.
- Conducted usability testing to validate new navigation models and page structures.
- Currently leading an in-depth UX case study on bowling ball buying behavior to inform the development of a new content hub aimed at different bowler personas.

Education & Academic Projects

Springboard Certificate - UX Design (2021–2022)

- Pockets | Personal Finance Organizer — Solo UX Capstone Project
Researched, designed, and prototyped a mobile financial organization app to help young adults organize spending and manage payments. Led generative interviews, created paper prototypes and wireframes, conducted usability testing rounds, and delivered high-fidelity UI focused on reducing financial stress through intuitive categorization and payment workflows.

Savannah College of Art and Design (SCAD) - BFA, User Experience Design • Minor: Graphic Design (2016–2020)

- Culinity | AI Cooking Assistant — Indigo Design Award Winner
Primary researcher and strategist for AI-integrated voice user interface (VUI) system supporting kitchen workflow and accessibility. Led concept mapping, user interviews, and interaction design focused on enhancing hands-free culinary assistance.

Skills

UX Research (Generative + Evaluative), Information Architecture & Navigation Design, Front-End Development (HTML5, CSS3, JavaScript), Design Systems, Responsive Web Design, Wireframing & Prototyping (Figma, Adobe XD), Usability Testing, Content Strategy Alignment

Athletics

- 2016–2020 SCAD Bowling Team, 2019 NAIA National Champions
- 2020 NAIA First Team Award, 2020 IBMA First Team Award, 2020 NCBFA First Team Award