

# Tambralyn Peterson

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[www.tambralyn.com](http://www.tambralyn.com)

Portfolio:

<http://www.tambralyn.com/>

[tambralyn-portfolio-resume.shtml](http://tambralyn-portfolio-resume.shtml)

<https://www.behance.net/tambralyn>

<https://dribbble.com/Tambralyn>



*I view every pixel as an opportunity to bring delighted interfaces to life through usability, design and development.*

## Education

Colorado State University

Liberal Arts, 1997

Concentration-Business, Speech & Art

## Self-Starter Career

FEATHER EXTENSIONS FOR HAIR

**Founder, 2010-2011**

Founded Feather Extensions for hair, heading up the online ecommerce. Responsible for all online sales and marketing. Selling 3,773 items with \$216,000 in sales in the first year.

### **FREELANCE WORK**

2001-Present

Enjoy working with small companies in helping them with branding online and through print. Worked for projects such as dog breeders, counseling, churches, catering, real estate brokers, home builders, fitness app, simple game apps, self-help sites and many more start-ups. Built in Wordpress, HTML/CSS, Bootstrap. Prototyped visual design concepts to help with presentations (PPT or coded mock-ups) to help client get projects funded.

## Senior / Director Designer of User Experience & Product

Ability to delight customers with my user centered product design work, by solving customers' problems and tapping into what is truly important (getting the result they desire). I know how to make elegant designs jump off the screen and thrive in creating beautiful and seamless app designs.

**15 years of success** optimizing user engagement for brands such as AAA, Lend Direct, Sabadell Bank and 100's more banking entities/brokers in providing a compelling user experience to improve brand loyalty, and customer retention.

## Designer's Skills

UI & UX Design  
Usability Protocols  
Web Site Analytics  
Prototyping

Information Architecture (IA)  
Wordpress  
DotNetNuke (DNN)  
Persona Creation

HTML5/CSS  
Bootstrap  
Photoshop/Illustrator  
Dreamweaver

## Professional Experience

OpenClose, (SaaS/ASP/B2B/B2C/B2B2C)

**Director of Retail Websites UX/UI & Product Designer**

*Full-time Employment, Aug 2007 – Present (9 years)*

Lead designer for over 100 websites hosted. Tasked with moving current client over to a new platform of DNN while retaining them by restructuring how the online 1003 (mortgage application) is formatted. Collaborated with the support manager, engineers to define the sites' business requirements. Developed pixel perfect prototypes for clients as they redesign their site.

### **Highlights:**

- ◆ Produced wireframes/sketches prototypes (visual comps), HTML code and CSS that contributed to UCD (User-centered design) efforts.
- ◆ On-going project of moving existing websites from old HTML non-responsive code to responsive HTML5 code using bootstrap.
- ◆ Successfully improved 123 financial informational articles for better usability.
- ◆ Showing exceptional design skills with Photoshop/Illustrator
- ◆ Demonstrated an ability to work independently on some aspects of a project, with proven ability to work in teams.
- ◆ Experience designing applications across mobile, web, and desktop platforms

LION Inc., (SaaS/ASP/B2B/B2C/B2B2C)

**User Experience, Product Designer & Manager**

*Full-time Employment, Aug 2001 – Aug 2007 (6 years)*

Hands on management role. Head product manager in building a new product offering to our clients while balancing user needs, technology constraints, and business goals to create a useful, usable, and desirable product. Over 3,700 sites hosted and maintained.

### **Highlights:**

- ◆ Managed 8 web designers and 6 tech support reps while managing an office of 30 people and creating designs for our high end clientele.  
- *Able to manage multiple projects concurrently in a fast pace environment*
- ◆ Experience with user research and testing, by selecting brokers to come into the office and try out new features.
- ◆ Excellent interaction and user interface design skills, including creating wireframes, mockups, and prototypes in a highly collaborative environment
- ◆ Created specs and work flow diagrams to be handed off to development.
- ◆ Worked with HTML/CSS/JS to produce websites for clients
- ◆ Lead creative meetings, track project development, monitor workload and timelines, and provided monthly efficiency reports and analysis.