# TAMBRALYN PETERSON

UX LEADERSHIP
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## SKILLS

**Strategic UX leadership** - user-centric design, business alignment, design excellence

**End-to-end UX expertise** - research, IA, interaction/visual, prototyping. Design tool proficiency, engineering collaboration

**Exceptional communication** - stakeholder presentations, workshop facilitation

**High-performing team development** - mentorship, process improvement, talent/leadership cultivation

## EDUCATION

**COLORADO STATE UNIVERSITY**
Bachelor of Arts - Liberal Arts
Focus on Speech and Business
Fort Collins, Colorado

**DENVER TECH TRAINING**
Training on Front-End Coding
HTML, CSS & Javascript

## SUMMARY

UX leader with 15+ years of proven experience driving user-centric design strategies that deliver measurable business impact. Skilled in cross-functional team management, stakeholder alignment, and cultivating high-performing design organizations. Combines deep hands-on UX expertise with strong business acumen and data-driven decision making.

## PROFESSIONAL EXPERIENCE

**SENIOR UX MANAGER**                                    April 2020 - Present
Infoblox - Remote

In a highly complex networking and security industry, I leveraged 23 years of proven UX leadership experience to drive impactful design strategies and elevate a high-performing team.

- Manage a team of 6-8 designers across US and India, setting clear goals, providing coaching and mentorship to elevate their skills and drive consistent design excellence across multiple product lines.
- Lead the user research, information architecture, interaction design, and usability testing efforts for a complex SaaS software platform.
- Partner closely with cross-functional stakeholders in product management, engineering, and sales to translate business requirements into innovative design solutions that improves workflow efficiency and user productivity.
- Translated complex business requirements into intuitive, high-fidelity prototypes and designs.

**MANAGER OF UI/UX**                                    Aug 2016 - April 2020
OutMatch - Remote

Led a global design team to develop highly usable and accessible solutions for a brand new hiring product to optimize the hiring process that set the company apart from many competitors.

- Managed 5-6 designers across the US and Mexico, setting goals and design expectations.  Setting design guidelines through a design system.
- Implemented design system and pattern library to ensure consistency and scalability across multiple projects
- Facilitated design sprints and worked iteratively with Engineering to rapidly prototype, test, and refine the new UX
- Collaborated closely with Product Managers and Engineering to define product roadmaps, requirements, and accessibility guidelines
- Partnered with engineering to embed accessibility best practices, ensuring the experience met or exceeded standards.

## TECHNICAL SKILLS

Figma

Adobe XD

Adobe Illustrator & Photoshop

HTML & CSS

## ACHIEVEMENTS

**FIGMA ADVANCED TRAINING**
BYOL Certification 2024
https://bringyourownlaptop.com/cert/c3iVT
zCliH4kwTUctQHJg

**MANAGEMENT FUNDAMENTALS**
Effective Training Associates, Inc.
2024

**LEADING AND MANAGING UX TEAMS TRAINING**
LinkedIn
2024

**RISE - LEADERSHIP TRAINING**
Korn Ferry's
2023-2024

## VOLUNTEER EXPERIENCE

**DENVER UX MEETUP**
Facilitate user research studies, design critiques, and portfolio reviews for the local UX community. Providing feedback and guidance to help designers improve their work and professional skills.
2016-2020

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### DIRECTOR OF FRONT END WEB DEVELOPMENT           2007 - April 2016
OpenClose - Remote

I led the design solutions for Mortgage Tech Solutions. B2C experience with a SaaS backend solution to consumers mortgage needs

- Led a team of 3 remote UX designers in re-creating secure mortgage application experiences and custom-designed websites for B2C clients, utilizing a comprehensive design library to ensure consistency and usability
- Collaborated closely with engineers to integrate front-end user experiences with the backend mortgage application management system, and conducted user research to iteratively improve the design
- Redesigned an entire mortgage application library and developed a robust user database and login system, delivering exceptional user experiences that increased application completion rates

### DIRECTOR OF RETAIL WEBSITES           2001 - 2007
LionInc. SaaS - Hybrid

I oversaw a comprehensive redesign and standardization initiative for our mortgage broker web solutions.

- Managed an office of sales reps, tech support, and designers in Denver to develop a reusable template system for mortgage broker websites, enabling faster and more customized marketing site creation
- Analyzed web analytics data across the portfolio of client websites to identify optimization opportunities and drive continuous improvements
- Forged strategic partnerships with other mortgage providers to expand the reach and capabilities of our custom website offerings, solidifying our position as a leading solution in the market
- Regularly spoke at industry conferences to educate mortgage brokers on best practices for designing effective marketing websites.

### PRODUCT MANAGER - Metal Products           1997 - 2001
Georgia Pacific - In Office

Building Materials Distributor

- Created marketing materials to promote products and drive customer engagement
- Negotiated pricing and terms with domestic and international vendors
- Coordinated logistics of importing and shipping materials to warehouses nationwide
- Identified new vendors to source innovative products for the company's portfolio.