

# Tarryn Lambert

UX Research & Strategy

## INTENT

My goal is to acquire a strategic qualitative research position at a human centered design company. I want to join a team that improves human lives through the products they build. I'm passionate about bringing business needs, user goals and technology together. I love group discussions and brainstorming sessions.

## WORK EXPERIENCE

### UX Design & Business Strategy Consultant

Tarryn Lambert Consulting - January 2018 to Present

I started my own consulting business to better connect with decision makers at companies. UX should be considered from the top down. This includes making decisions based on user research results. I also created educational content about UX research and design.

#### Xpertex

Leading provider of diverse software solutions such as in-store shopping experiences in South Africa

- » Tested customer captures using push messages and coupons for potential revenue source.
- » Discovered a flaw in user flow (individuals owning two phones) and saved company resources.

#### Legal Zebra

Website with customizable legal templates for users based in Australia

- » Moderated online user tests for new legal template rating website.
- » Conducted website audits using Jakob Nielsen's 10 Usability Heuristics for User Interface Design and basic design principles such as color, contrast, proximity, hierarchy, etc.

#### The Bacana Plan

Virtual assistant and bookkeeping services

- » Studied employee and client satisfaction through video interviews and online surveys.
- » Presented insights, including possible company opportunities, to business owner.

#### Itrim by Monj

Sustainable weight loss and coaching

- » Led a design thinking workshop in San Francisco that facilitated discussions and solutions to a complex physical on-boarding process for the new weightloss and coaching product.
- » Conducted exploratory research including an on-site doctor interview to understand the market.

### Senior Product Designer

Retrofit - March 2017 to December 2017

I was hired as a Senior Product Designer for Retrofit's new mobile app called "Healthy Living." During my time at Retrofit I added HCD thinking into their organization through methods such as user testing and design thinking workshops. With additional budget, I would have added more generative research.

- » Led a redesign that decreased user drop off during new user sign up.
- » Co-created Retrofit's first implemented UI style guide for their website and mobile app.
- » Presented user research findings to help determine project scope and budget allocation.
- » Co-lead an in person design thinking workshop for a 50+ person remote company.
- » Designed screens and user flows for "healthy living" app.

## Instructor (UX Design Immersive)

General Assembly - April 2016 to December 2016

General Assembly is a private, for-profit education organization that provides courses in mobile and web development, data science, product management, and other digital-related courses. I taught 3 full-time classes which included presenting lectures, managing teams on real client projects, and portfolio reviews.

- » Managed and ran a classroom of 14 to 26 adult students.
- » Presented 30+ lectures with personalized UX examples and industry insights.
- » Led students through a complete project cycle with real world clients.
- » Gave group feedback on projects and one on one feedback on portfolios.
- » Mentored students and mediated group conflicts during client projects.
- » Moderated panel events such as "The Future of UX/UI in Seattle."

## Interaction Designer

Ply Interactive - March 2013 to April 2016

Ply Interactive is a small agency in Seattle that produces websites and mobile apps for quality-focused companies that want to build human connections through amazing customer experiences.

- » Won two international design awards (Summit and Davey).
- » Prototyped user flows and received user feedback through testing.
- » Designed responsive sites and mobile applications.
- » Communicated with developers early in the process and frequently.
- » Mapped out data structures for new applications.
- » Conducted card sorts to enhance information architecture.
- » Produced sketches, user flows, and wireframes.

## Designer & Social Media Strategist

Washington Athletic Club - September 2012 to March 2013

- » Designed materials such as banners, posters, menus and advertisements for the magazine
- » Tracked social media data and activity and responded to questions by members
- » Assisted with creating printed layouts for the monthly WAC magazine, the monthly club newsletter, and graphic emails such as the Winemaker Dinner Series.

## EDUCATION

### User Centered Design & Engineering Certificate

University of Washington - May 2016

12 credits of the HCDE masters degree

### B.A in Public Relations

Texas Tech University - Dec 2011

Minor in English

### B.A in Visual Communications

Texas Tech University - May 2011

Minor in Spanish

## TOOLS

Sketch

InVision

Omnigraffle

Adobe Suite

## CONTACT DETAILS

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