Tammy Taabassum

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Full time roles

Figma
Senior Product Designer
Aug '24 — Present

Designer on the Generative AI team, noodling on generative design. **Redesigned the underlying design system** and supported the UI redesign of the post-config relaunch of First Draft. Leveraged dev skills to save engineering bandwidth. Collaborated with product, research and engineering to plan and lead an org-wide, AI focused, hackathon.

Product Designer
Aug '23 — July '24

Led **0→1 project with no PM suppor**t for a enterprise focused collaboration feature while leveraging engineering skills to collaborate with engineers and ship faster. Led the design and shipped the Notifications redesign, which consists of an audit that continues to be **foundational documentation for XFN**. Collaborated with PMs on team direction, roadmaps and delivered supporting vision deck. Designed Figma's PWA support for ChromeOS which was **presented during Chrome's keynote speech during Google I/O**.

Freelance
Product Designer
2016 — 2023

Led the design and implementation of interfaces, **0-1 design systems**, landing pages and promotional material for various companies such as **Brightdrop, Rally.video, Webapp.io, Datafold and Saltwater.**

Octoshop
Co-founder
Apr '20 — Dec '21

Designed full branding and UX of a web extension to help users compare prices, get cashback from purchases, and set up alerts for out-of-stock items. Established and coded a Design System that saved engineering **30 hrs**/month/dev. Acquired by Ibotta 2021. **$300k ARR**, **150k +** downloads on Google Chrome, **multi-million dollar acquisition**

Not Dev
Product Designer
Apr '20 — June '21

Not Dev is a design agency that focuses on product, brand and illustration. I collaborated with other designers to create interfaces for clients such as **Figleaf, Toyota, Docusign & Google.**

Parsehub
Product Designer
May '18 — Apr '20

Led design strategy of two products. Conducted user research, created personas, journey maps, wireframes, prototypes, visual designs, and conducted user tests. Reduced Parsehub's customer support dependency for new subscriptions by. Developed and coded live versions of the products using ReactJS and AngularJS.

IBM
Software Engineer
May '16 — Aug '17

Designed and developed an application to make it easier for users to use Db2 through a GUI by using electron, ReactJS, NodeJS and docker. App received 1500+ downloads as of Aug 2017, 50% of downloads were by new users of Db2. Created story board and scripts for promotional 2D animations for Db2 v11 using Illustrator and After Effects.

Internships

Punchcut
Interaction designer
Sep '23 — Dec '23

Designed interactions and workflows for a Fortune 100, large-screen entertainment company. Planned a user research project for a Fortune 100 streaming company. Designed, planned, and built a framework for designing for inclusion.

Meta
Product Design Intern
May '22 — Aug '22

Intern on Facebook's Product Foundations team. Aligned with PMs, engineers and designers on to design **2 core projects** + side projects. Built a **coded prototype** with ReactJS and SASS. Fixed and shipped **5 UI bugs** in code, updated **25 design system bugs in Figma**.

Microsoft
UX Design Intern
Jun '21 — Sept '21

Spearheaded exploratory northstar work for improving diversity & inclusion of Xbox's suite of products for low income women. Audited existing gaps in Xbox's diversity and defined **3 solution areas** for future exploration

Wish
Product Design Intern
Jan '21 — Apr '21

Owned high impact projects on **3 teams**. Collaborated with PMs, engineers, lawyers and logistics team for policy designs. Redefined the color tokens in the design system, received buy-in from stakeholders and **converted colors to code for developers.**

Education

Master of Information
University of Toronto— **GPA 4.0**
UX Design

Honours Bachelor of Science
University of Toronto—Computer Science, Neuroscience, Statistics

Skills

Design Tools: Figma, Sketch, Adobe Illustrator, Adobe XD, Photoshop, Invision, Webflow

Development: ReactJS, JavaScript, HTML/CSS Python, JQuery, Unity, Vuforia

Design Skills: Journey Mapping, Design Systems, Information Architecture, Personas

Other

Publications

Immigrant Families' Health-Related Information Behav... ↗

CHI EA '21: Extended Abstracts of the 2021 CHI Conference on Human Factors in Computing Systems · May 2021 · Article No.: 439 · Pages 1–6

Awards

UofT Fellowship Scholarship
Full masters scholarship

UofT Excellence Award
Research grant

UX Result
1st place & Adobe XD winner

Global COVID Hackathon 2020
Top 89 of 1500

Adobe XD Dribbble Contest
1st place winner