TAMARA FEDDE
UX Designer

tamarafedde.com

hello@tamarafedde.com

818.588.7498

 tamarafedde

 TamaraLong

SUMMARY

A designer who is execution and results-oriented and backs her creative design decisions with data, user testing, and iteration.

EDUCATION

User Experience Design Apprenticeship
Bloc
2018-2019

User Experience Design
General Assembly
2017

BA, English Creative Writing (Poetry)
Principia College
2015

SKILLS

UX/UI Design
Visual Design
User Research
Competitive Analysis
Information Architecture
User Personas
User Stories & User Flows
Wireframing & Prototyping
User Testing

TOOLS

Adobe Photoshop
Adobe Xd
Draw.io
Figma
Git & GitHub
HTML & CSS
Invision
Javascript
Sketch
UsabilityHub
Whimsical

RECENT PROJECTS

Studio
Web App   Figma • Draw.io • UsabilityHub
Cloud storage built for designers and creators, constructed to encourage the creative process.

SpacePod
iOS App   Adobe Xd • Usability Hub • Whimsical
A podcasting app that has a strong emphasis on community and intuitive navigation.

Mistake House
Website redesign   Sketch • Invision
Redesign of a literary magazine website to promote readability and professionalism.

Howdy
iOS App   Sketch • Invision
Relationship manager that improves friendships by managing contact frequency.

EXPERIENCE

Social Media Marketing Manager – Volunteer
AIGA Boston • June 2018 – Present
- Promote content/events through social media advertising.
- Crafting Voice and Tone Editorial Guide

Donor Relations Specialist
Longyear Museum • Jan 2018 – June 2018
- Created donor personas to segment and target fundraising campaigns to align member interests and preferred giving method with campaign deliverables
- Balanced business and donor needs when choosing new fundraising software
- Managed and trained Development Assistant

Development and Stewardship Coordinator
Longyear Museum • Dec 2016 – Dec 2017
- Coordinated fundraising campaign that generated 10% more revenue than the previous year (13.7% increase in donors and 82% increase in website donations)
- Created targeted email campaigns to get lapsed members to renew, resulting in 12.4% renewal rate
- Compiled competitive/comparative analysis and developed user personas highlighting member goals/pain points for website redesign
- Managed summer interns

Development and Stewardship Assistant
Longyear Museum • Sept 2015 – Nov 2016
- Conducted member interviews to identify website pain points
- Maintained donor database, oversaw gift processing and gift acknowledgment
- Created weekly contribution report for Sr. Dev Officer and Board of Trustees
- Strengthened and developed new communication initiatives