

Tierra Sharae

ux designer/researcher & front-end developer

tierrasharae.github.io

tierra@alumni.upenn.edu

RELEVANT EXPERIENCE

- Shimbly (Startup)
Apr. 2020 - Present
 - UI/UX Designer**
Work with design team to conduct user research, create user flows, wireframes and interactive prototype for upcoming home search platform. Draw vector art for icon library and design graphics for pitch deck.
- Ethical Identity
Apr. 2020 - Aug. 2020
 - UI/UX Design Intern**
Conducted research to inform design of upcoming firearm marketplace:
 - primary research (surveys, interviews, and contextual inquiries)
 - secondary research (statistics and laws related to firearm users & sales)Created wireframes, design systems, and high-fidelity prototypes for web app and iPad kiosk, while working closely with development team.
- Penn Libraries
May 2019 - Dec. 2019
 - Web Development/Design Associate**
Assisted university researchers, students, and professors in designing and building web portals to their data and research projects, using HTML, CSS, JavaScript, Python, Django, and Docker.
- KPTM 42 News
Oct. 2016 - Aug. 2018
 - Digital Content Producer**
Wrote 350+ web articles, updated TV station's Facebook and Twitter profiles, boosting engagement by 170%. Tracked trends and competition, and broke news on Facebook Live and Periscope.
- The Omaha News
Aug. 2016 - May 2017
 - Multimedia Journalist**
Pitched local news stories; wrote scripts for, shot and edited television packages containing interviews, standups and b-roll footage to air on The Knowledge Network and state-wide on NET, occasionally going live from the field or co-anchoring newscast. My work on this student broadcast won two Eric Sevareid Awards!

EDUCATION

- Univ. of Pennsylvania
Aug. 2018 - Dec. 2019
 - Master's Degree, Computer and Information Technology**
Elective coursework: product design, design thinking, programming for the web, artificial intelligence, database and information systems
- Univ. of Nebraska Omaha
Aug. 2015 - May 2017
 - Bachelor of Science, Communication**
Major: Journalism and Media Communication

TOOLS & TECHNOLOGIES

Figma, Sketch, Adobe Creative Cloud, ProtoPie, Principle, HTML, CSS, JavaScript, Java, Python, C/C++, SQL, Associated Press Style

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RELEVANT EXPERIENCE

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Ellen Ahc Jewelry

Jan. 2020 - Mar. 2020

UI/UX Designer (Freelance/Volunteer)

Led design of responsive e-commerce site for handmade jewelry. Conducted user research, created and tested wireframes, presented prototype for users, potential advertisers and web developers.

Penn Libraries

May 2019 - Dec. 2019

Web Development/Design Associate

Assisted university researchers, students, and professors in designing and building web portals to their data and research projects, using HTML, CSS, JavaScript, Python, Django, and Docker.

Univ. of Pennsylvania

Aug. 2019 - Dec. 2019

Teaching Assistant, CIT 591

Aided in teaching a fast-paced, introductory software development (Java) class to 50+ graduate students. Roles included:
- holding weekly office hours
- preparing and leading recitations once per week
- answering 240+ student questions on an online forum
- grading assignments and exams

EDUCATION

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- Ellen Ahc Jewelry
Dec. 2019 - Feb. 2020
 - UI/UX Designer (Freelance)**
Led design of responsive e-commerce site for handmade jewelry. Conducted user research, created and tested wireframes, presented prototype for users, potential advertisers and web developers.
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ui/ux design + multimedia communication

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RELEVANT EXPERIENCE

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EXPERIENCE

UI/UX Designer | Shimbley

Apr. 2020 - Present

- Work on design team to create user flows, wireframes, and interactive prototypes for user testing and development of a home search website.
- Used cardsorting and first-click testing to refine site's navigation and information architecture.
- Drew 100+ vector illustrations for icon library and designed graphics for pitch deck.

 Case study password: happyPineapple8

UI/UX Design Intern | Ethical Identity

Jan. 2020 - Apr. 2020

Conducted research to inform design of upcoming firearm marketplace:

- primary research (surveys, interviews, and contextual inquiries)
- secondary research (demographics and laws related to firearm users and sales)

Developed style guide, created wireframes, a design system, and high-fidelity prototypes for web app and iPad kiosk, while working closely with development team.

UI/UX Designer (Freelance) | Ellen Ahc Jewelry

Dec. 2019 - Feb. 2020

Led design of responsive e-commerce site for handmade jewelry. Conducted user research, created and tested wireframes, presented prototype for users, potential advertisers and web developers.

Frontend Developer | Penn Libraries

May 2019 - Dec. 2019

Assisted university researchers, students, and professors in designing and building web portals to their data and research projects, using HTML, CSS, JavaScript, Python, Django, and Docker.

Graduate Teaching Assistant | University of Pennsylvania

Aug. 2019 - Dec. 2019

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communication & digital media

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RELEVANT EXPERIENCE

Shimbley

Apr. 2020 - Present

UI/UX Designer

Work with design team to conduct user research, create user flows, wireframes and interactive prototype for upcoming home search platform. Write UX copy, draw vector art for icon library and design graphics for pitch deck.

KPTM 42 News

Oct. 2016 - Aug. 2018

Digital Content Producer

Wrote hundreds of web articles, updated TV station's Facebook and Twitter profiles, boosting engagement by 170%. Tracked trends and competition, and broke news on Facebook Live and Periscope.

Advantage Solutions

Oct. 2014 - Aug. 2018

Event Specialist, Team Lead

Supervised team of up to 40 in supervisor's absence. Generated excitement, brand awareness and elevated sales by hosting in-store promotional events.

The Omaha News

Aug. 2016 - May 2017

Multimedia Journalist

Pitched local news stories; wrote scripts for, shot and edited television packages containing interviews, standups and b-roll footage to air on The Knowledge Network and state-wide on NET, occasionally going live from the field or co-anchoring broadcast.

Univ. of Nebraska Omaha

Aug. 2016 - Jan. 2017

Grader, Media Writing Lecture

Graded weekly assignments designed to help students master grammar, punctuation, spelling, Associated Press style and other language skills required for working in communication fields.

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Aug. 2015 - May 2017

Bachelor of Science, Communication

Major: Journalism and Media Communication

TOOLS & TECHNOLOGIES

Associated Press Style, Adobe Creative Cloud, Google Analytics, Microsoft Excel, social media management, video production, UX writing, interaction design

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EXPERIENCE

UX Designer | Amazon

Mar. 2021 - Present

Conduct UX research and design tools and programs to help rights owners protect their intellectual property and ensure their brand and products are represented accurately on Amazon stores.

UI/UX Designer | Shimbly

Apr. 2020 - Dec. 2020

- Worked on design team to create user flows, wireframes, and interactive prototypes for user testing and development of a home search website.
- Led cardsorting and first-click testing to refine site's navigation and information architecture.
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| Wrote 350+ web articles, updated TV station's Facebook and Twitter profiles with polls, questions, newscast previews, articles, and alerts, boosting engagement by 170%. Tracked trends and competition, and broke news on Facebook Live and Periscope. | |

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