Monica Tan

User Experience Designer

SUMMARY

User experience designer specializing in ideation and interaction design for desktop, web, and mobile applications. Has worked on user experience projects with the leading technology companies including; Cisco, Citrix, Intuit, Hewlett-Packard, Well Fargo, and Apple.

PROFESSIONAL SKILLS

- Excellent understanding of user interface design principles, product build cycle and working within a cross-functional team under tight deadlines.
- Solid understanding of requirements gathering process and product visioning, including facilitation of brainstorming and ideation sessions.
- Experience with all phases of user experience design; including user profile / persona development, user scenario documentation, task analysis, card sorting, usability test moderation, and reporting.
- Champion the best user experience process to deliver a solution that exceeds client expectations.
- Manage and mentor up to eight User Experience Designers, including contractors and full-time employees.
- Participation in agile scrum teams, with training in agile development processes.
- Ability to understand and strategize solutions based on web analytics. Working knowledge of *Omniture Site Catalyst and Google Analytics.*
- Expert at creating functional specifications including wireframes, mockups and interaction specifications using: *Adobe PhotoShop, Illustrator, Fireworks, Microsoft Office (Word, Excel, PowerPoint), Visio, and Axure.*
- Ability to create click-able prototypes using HTML (Dreamweaver & FrontPage), Axure, and InVision.
- Working knowledge of web programming with supporting coursework: *HTML, DHTML, JavaScript, CSS, Flash, and AJAX.*
- Excellent written, verbal and personal communication skills.

EXPERIENCE

2013 – 2016   **AlienVault**
Director of User Experience
Hired as sole user interface designer for a 70-person startup. Redesigned and am currently architecting the flagship product AlienVault USM. Mentor junior visual designer.

2011 – 2012   **ShopWell**
User Experience Lead
Hired as sole user interface designer for an 8-person start-up. Worked on launching the 2.0 redesign of existing mobile iPhone app. Continued enhancements on website until acquisition by HarvestMark.

Design simple and intuitive user interfaces on connected devices, utilizing new technologies.

CONTACT
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References available upon request.

COMPETENCIES
- Requirements Gathering / Product Vision
- User Research / Usability Testing
- Concepting / Brainstorming / Personas
- User Scenarios
- User Flows / Page Flows / Swim Lanes
- Card Sorting
- Sitemaps / Blueprints
- Wireframes
- Specifications
- Prototyping
- Project Management
- iPhone App Design

KNOWLEDGEABLE
Wordpress, Google Analytics, Omniture (Adobe Marketing Cloud), Mobile App design, iPad design, and e-commerce design.

EDUCATION

2008 – 2011   **LEVEL Studios**
User Experience Manager
Manage and mentor up to eight user experience designers, both senior and
junior. Built user experience practice to include product visioning, ideation,
user needs gathering, and prototyping.

Information Architect
Deliver on time and on budget while delighting customers with amazing
solutions. Promoted to User Experience Manager after a year as Senior User
Information Architect.

2004 – 2008 (Start-up Phase)
Senior User Interface Designer   **StarCite, Inc**
Hired and managed an external agency to aid in a large visual redesign of
multiple products. Delivered a new look that was very well received by
customers.

User Interface Designer   **Visible Path – Hoover's**
Hired as sole user interface designer for a 20-person start-up. Worked on
enhancements, which aided in the purchase by Hoover's in 2008.

Senior User Interface Designer   **PhotoSite – United Online**
Used Omniture Site Catalyst (Adobe Marketing Cloud) to discover areas of
improvement within the online photo-sharing experience. Industry
knowledge in photo-sharing and social networking.

Senior User Interface Designer   **WildCard Systems – eFunds**
*Created solutions for complex problems using existing technologies. Group patent
pending for gift card ordering process using Excel.*

2003-2004   **Citrix Systems, Inc**
Senior User Interface Designer
*Re-architected and redesigned the Citrix Password Manager user interface for IT
administrators.*

2000 – 2003   **Intuit, Corp**
User Interface Designer
*Worked on first Web release of Intuit Payroll. Introduced remote usability testing
methodologies. Conducted primary research to create user personas.*

1998 – 2000   **Digital Equipment - Compaq Computers**
Human Factors Engineer
*Conducted and analyzed usability study for large fast food chain kiosk training
system. Mentored by Dennis Wixon on contextual inquiry practices.*

1994 – 1998
Bachelors of Science
University of Massachusetts
at Amherst
Major: Biology
Minor: Psychology
Concentration: Technical
Writing