

WENDY TAUBLER, PRODUCT DESIGNER

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EXPERIENCE

Vidlet :: UX/UI Product Design & Management :: Feb 2018 – present

Joined Vidlet to evaluate and refine their current products and expand how they communicate with clients, recruits, and internal users. Vidlet delivers high worth, qualitative research insights, via mobile videos, direct from real-life users worldwide.

- Internal recruiting platform from database to customizable surveys
- Mobile-first product for Vidlet recruits to build profile/data and stay in touch
- Mobile app update initiatives and client deliverable websites
- Research platform redesign. Updated how researchers: review video submissions, create themes, and edit videos for client presentations

General Assembly :: 2017 UX intensive

Completed certificate course to validate my love of this industry and refresh my skills with the most current applications in UX/UI design and product management.

Freelance/Trainer :: 2008 – 2017

I started my family, my personal training business, and freelance projects. I used all the roles of UX to successfully understand, motivate, inspire, profile, interview, brand manage, cajole, encourage, and otherwise convince people of all ages, and fitness levels to keep going.

Freelance projects: PCAskin, Seton Palo Alto, and Peralta Foundation of Colleges.

texturemedia (purchased by CP&B in 2008)

Interactive Design Director :: 2002 – 2008 :: Boulder, CO

Managed a team of interaction designers. Created complete digital strategies with visual team, account managers and clients. Developed all user experience interactions throughout each project – from creative strategies and concepts, to sitemaps, prototypes and wireframing, to user testing and final production. Collaborated with the team of designers to create award-winning visuals and managed relationship between creative disciplines and technical teams.

Clients include: PENTAX, Marmot, Montrail, AspenSnowmass, Crocs, Mossy Oak, Wells Fargo, Pronghorn Resort, and Kaiser.

Sapient :: Design Director :: 2001 – 2002 :: Denver, Colorado

Developed strategies for implementing company websites and various interactive applications. Created prototypes, graphic design UI, site architecture, and research/ user testing plans to facilitate ease-of-use and consumer understanding of complex systems and site content. Managed staff and client presentations.

Clients include: Janus Financial, UPS Online, and Mazda

Saatchi & Saatchi :: Senior Art Director :: 1999 – 2001 :: San Francisco

Worked on integrated campaigns for interactive, print, and television mediums to best communicate the clients' brand strategy. Designed initial concepts, oversaw photo shoots, online promotions, and media recommendations. Managed graphic design and technical production of all projects. Responsible for creative presentations and pitching new business.

Clients include; Proctor & Gamble (Olay, Oldspice, PUR), HP, and Barclays

SUMMARY

UX/UI product designer passionate about creating better user experiences thru aesthetics and problem solving.

SKILLS

Product: feature strategy and evaluation, development team management, budgeting, and scheduling

Design: prototypes, wireframes, sitemaps, user-flows, graphics, and interaction mapping

Research: surveys, competitive analysis, running focus groups, interviewing, user profiles, and QA prototype testing

Collaboration: workshops, department presentations and development planning

TOOLS

Adobe Creative Suite
Sketch
Invision
Google Office
Microsoft Office
JIRA
Basecamp

Rhode Island School of Design
BFA Painting