

MARTINA L. TAN

Product Designer, passionate about crafting inclusive service innovations.

(609) 251-1168

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martinatan.com

SKILLS

DESIGN

Wireframing/Prototyping
Storyboarding
Service Blueprinting
Journey Mapping
Personas

RESEARCH

Generative Research
Concept & Usability Testing
User Interviews + Surveys
Affinity Diagramming

MANAGEMENT

Problem Definition
Product Strategy, Vision
Workshop Facilitation
Cross-Functional
Collaboration

SOFTWARE

Figma, Miro, Mural
Sketch
Asana
Adobe
(XD, Ps, Ai, Id, Pr, Lr)
Cinema 4D
Wordpress Themes &
Plugins

CODING

C and C++
HTML, CSS
JavaScript, PHP

COURSEWORK

Service Design
Accessibility
Equity-Centered Design
Interaction Design
User-Centered Research
& Evaluation
Industrial Design

EDUCATION

Carnegie Mellon University (CMU), School of Computer Science | Graduation Aug 2022

Master of **Human-Computer Interaction** | GPA: **4.13/4.33**

Tufts University (TUFTS) | Graduation May 2021

Combined BS/BFA in **Cognitive and Brain Science** and **Interdisciplinary Studio Art**

Minor in **Computer Science** | GPA: **3.8/4.0**

Honors: Dean's List Fall 2019, Spring 2018, and Fall 2016; summa cum laude

PROJECTS

Fund for Advancement of Minorities through Education (FAME) | CMU Capstone

Service Designer, Product Manager | Jan 2022 - Aug 2022

- Facilitated 20 human-centered design workshops, aligning a cross-functional consulting team of 5 in order to surface stakeholder needs and product vision.
- Defined frontstage and backstage relationships for a web-based service intervention that supports Diversity, Equity, and Inclusion at K-12 schools.
- Organized and conducted 30 tests with educators and administrators over 4 sprints.
- Engaged 60 donors in a comprehensive presentation of the final design recommendation.

Tufts DevTech Research Group | TUFTS

Project Manager, Web Developer, UX Designer | Sep 2019 - May 2021

- Launched a [Wordpress website](#) to curate submissions from 1300+ ScratchJr users.
- Delegated weekly priorities for site development to a team of 5 developers.
- Coordinated with Tufts Tech Support to troubleshoot bugs.

Freelance Graphic Designer | TUFTS

Sep 2016 - Jul 2019

- Developed logo and branding for 6 student-led groups on campus.

WORK EXPERIENCE

Digital Design Studio at Tisch Library | TUFTS

Digital Specialist | Aug 2018 - May 2021

- Advised customers on use and troubleshooting of software and media equipment.

Tufts Telefund | TUFTS

Fundraising Caller | Sep 2016 - Aug 2018

- Raised \$69,000+ in university funding.

LEADERSHIP

SMFA Student Government Association | SMFA AT TUFTS

Vice President, Anti-Racist Coalition Liaison | May 2020 - May 2021

Tufts University Television | TUFTS

Station Manager, Programming Manager, Head of Music | May 2018 - Dec 2020

Yes on 3 Campaign | TUFTS

Volunteer Campus Leader | Jun 2018 - Nov 2018