

MARTINA L. TAN

Product Designer, passionate about crafting innovative services in education.

(609) 251-1168

martinatan@cmu.edu

martinatan.com

SKILLS

MANAGEMENT

- Problem Definition
- Product Strategy, Vision
- Workshop Facilitation
- Agile Practices

DESIGN

- Wireframing/Prototyping
- Storyboarding
- Service Blueprinting
- Journey Mapping
- Participatory Design

RESEARCH

- Concept Validation
- User Interviews + Surveys
- Affinity Diagramming
- Contextual Inquiry

SOFTWARE

- Figma, Miro, Mural
- Sketch
- Asana
- Adobe
(XD, Ps, Ai, Id, Pr, Lr)
- 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
- Cognitive Psychology

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

Product Manager, Service Designer | Jan 2022 - Aug 2022

- Defined 3-stage product roadmap, including frontstage and backstage processes, for a web-based service intervention that supports Diversity, Equity, and Inclusion at K-12 schools.
- Facilitated 20 human-centered design workshops, aligning a cross-functional consulting team of 5 in order to surface stakeholder needs and product vision.

Tufts DevTech Research Group | TUFTS

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

- Launched a Wordpress site to curate resource submissions for 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

- Planned and publicized town hall, mentorship, and bonding events for 300+ students.

Tufts University Television | TUFTS

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

- Supervised production of projects for 20+ student filmmakers at various skill levels.
- Facilitated weekly meetings, workshops, and events, and composed weekly newsletter.

Yes on 3 Campaign | TUFTS

Volunteer Campus Leader | Jun 2018 - Nov 2018

- Trained and coached up to 30 volunteers for weekly phonebanks and canvasses.