

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
Participatory Design

RESEARCH

Usability Testing
User Interviews + Surveys
Affinity Diagramming
Contextual Inquiry

MANAGEMENT

Problem Definition
Product Strategy, Vision
Workshop Facilitation
Agile Methodology

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
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 frontstage and backstage processes for a web-based service intervention that supports Diversity, Equity, and Inclusion at K-12 schools.
- Facilitated workshops with a cross-functional consulting team of 5 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 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

- 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 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.