Tara Parker-Essig

Design for Experience & Understanding

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TaraMakes.com

Education

B.A. Design (GPA 3.758 of 4.0)

Expected Graduation June 2018 from The University of California at Davis

Experience

User Experience Research Consultant | Tile (San Mateo, CA)   July 2017 - Present

- Develop research plans and discussion guides to ensure productive research
- Collaborate with product managers and cross-functional teams to establish research scope
- Conduct remote and in-person research, and moderated and unmoderated studies
- Train and assist visual designers in testing their creations

Independent Graphic and UX/UI Designer (Davis, CA)   June 2013 - Present

- Collaborate with diverse range of clients from health-tech software to consumer food goods
- Improve client branding and user experiences by blending company goals and human-centered design methods to synthesize effective interface and marketing solutions
- Create branded and market-relevant print, digital graphics, and product packaging tailored to client needs & user/audience values

Web Team Lead | Design Career Fair (Davis, CA)   Sept 2015 - June 2017

- Organize and guide the realization, refinement, and testing of official career fair site as the head of a 23-person team and member of a 52-person organization
- Build information architecture to attract and inform 26 companies and 150+ students before and during the career fair and related year-round events
- Work both independently and as a team member to code and publish web pages using HTML, CSS, Bootstrap, Sass, and Jekyll, hosted via Github Pages
- Promoted from member to Team Lead in August 2016

Graphic Designer | Forward Push (San Francisco, CA)   July 2015 - Jan 2016

- Increased client's audience engagement by creating memorable banners, ads, and memes for Facebook and Twitter while adhering to both client business and platform style guides
- Researched web design techniques and trends as relating to the WordPress CMS platform
- Earned certification in Inbound Marketing from Hubspot and was promoted from Intern to Graphic Designer a month ahead of schedule

Skills

Human-Centered Design	Paper & Digital Prototyping	HTML, CSS, JavaScript
User Experience Testing	Empathy Mapping	Responsive Web Design
Ethnographic Research	Copywriting	Sketch & Figma
Flow Diagramming	Full Adobe Creative Suite	InVision, Proto.io, & POP

Leadership

Davis Women in Business | Outstanding General Associate

#Include Davis | Design Team Member

Design Careers Club at UC Davis | Officer & Team Lead

Davis Bike Collective | Workshop Instructor, Senior Volunteer, Nonprofit Board Secretary

Prytanean Women's Honor Society, UC Davis Chapter | former Officer & current Member

Salsa Adicción Latin Dance Club | former President, former Publicity Officer, Dance Instructor