

Tara Tarjoto

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EXPERIENCE

CDK Global, Seattle — *Lead UX Designer*

2016 - PRESENT

- Oversaw updates to a proprietary website platform used by thousands of car dealerships across the US and internationally.
- Introduced design methodologies to improve internal UX design and research. Collaborated with another designer and a researcher to refine and iterate on the process. Facilitated design workshops.
- Applied the appropriate design method on a hero image rotator manager project. This resulted in 65% reduction in time needed to complete work for internal users and 12% increase in self-serving dealership users.

CDK Global, Seattle — *UX Designer*

2014 - 2016

- Evangelized using structured content as a management strategy for car dealership websites.
- Contributed designs to a proprietary website platform used by thousands of car dealerships across the US and internationally.

Ratio, Seattle — *UX Designer*

2013 - 2014

- Contributed design and oversaw a proprietary policy compliance management tool for a Fortune 500 tech company.
- Used the RITE method to refine solutions prior to handoff to development teams.
- Co-presented a talk on agile participatory design and research at World Usability Day 2013

Cypress Consulting, Seattle — *UX Designer*

2010 - 2013

- Architected and designed multi-screen media applications for desktop, mobile, and television.
- Designed a content management system for pushing featured applications to Android devices for a major US cell phone carrier.
- Illustrated user journeys to clients by utilizing a combination persona, storyboards, and user-/system-flows.
- Prototyped solutions using Axure for user testing.
- Produced wireframes, redlines, and functional- and content-specifications to communicate design requirements to development partners.

SKILLS

Design thinking
User experience design
Rapid prototyping
User testing
User research

TOOLS

Sketch
Invision
PowerPoint/Keynote
Adobe Creative Suite
HTML 5
CSS (Less)
Git

EDUCATION

University of Washington
2008-2010, Seattle, WA
B.S. in Informatics

North Seattle College
2007-2008, Seattle, WA
Associate of Arts