

# 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