



TAMARA ROTH

UX Designer

+480-268-1568

tamaralroth@outlook.com

[linkedin.com/in/tamaralroth](https://www.linkedin.com/in/tamaralroth)

[tamaralroth.com](https://www.tamaralroth.com)

Dallas, TX 75077

EDUCATION

MBA

University of Phoenix
2011

Bachelors

Indiana University
2008

Google UX Design

Coursera
2022

SKILLS

User Research:

Interviews | Usability Testing
| Competitive Analysis |
Empathy | User Journey Map

UX Design:

Wireframing | Prototyping |
Ideating | Design Systems |
User Flows | Storyboarding

Tools:

Figma | Adobe XD | Adobe
Creative Suite | InVision

SUMMARY

UX Designer with 15 years of experience solving problems and creating user-centered customer experiences. Delivers strategic solutions that improve the user experience and add value to the business. Proven record of efficiency, collaboration, and action-oriented thinking. Always keeps both the big picture and the details in mind when thinking ahead to make meaningful improvements for users. Received an MBA.

WORK EXPERIENCE

09/2022 – 8/2023

Troo Co. | Remote

UX Designer

- Collaboratively designed information architecture, wireframes, mockups, and prototypes in an Agile environment to redesign the company website, create a concept app, and help resolve the issue of gaining investor support.
- Advocated for users by communicating their needs and design decisions to cross-functional teammates and the CEO at weekly meetings to improve usability.
- Utilized attention to detail to ensure prototypes worked as expected and would increase user engagement.
- Planned and helped administer user research to further understand the users for projected increase in app usage.

11/2021 – 4/2022

Self-Employed | Lewisville, TX

Curriculum and Instructional Design

- Used problem-solving techniques, emotional intelligence, and feedback to iterate on offerings and reduce pain points by 90%.
- Empathized with parents/guardians and 2 preschool aged children to create an in-home preschool with an age-appropriate schedule, curriculum, and activities to keep them engaged throughout 9-hour days.
- Strategically designed physical learning space for young users with multiple life-threatening allergies and asthma to provide a safe, small learning environment with 0 safety issues.

ACCOMPLISHMENTS

- Designed email templates using user data, resulting in 400% more positive feedback.
- Implemented strategic actions to solve user problems, resulting in 250% boosted productivity and time saved.
- Developed excel spreadsheets to aid productivity and accuracy, resulting in 25% higher Quality Assurance scores.

10/2012 – 1/2018

Envision Decor | Mesa, AZ

Product Manager and Owner

- Conducted user research, competitive audits, SWOT Analysis, and more to design the customer experience around user needs and reduce user pain points by 95%.
- Built and designed company website and interacted with social media to increase customer base.
- Created artistic designs on home furnishings according to user visions with 100% customer satisfaction.
- Created mockups of designs in Adobe Photoshop and Illustrator beforehand to reduce production time by several hours.

6/2009 – 7/2017

University of Phoenix | Hybrid

Evaluator (PLA)

- Researched customer feedback and implemented changes in job aid updates and customer communications to receive 95% customer satisfaction.
- Worked cross-functionally to increase visibility of the department and reduce misunderstandings throughout the university.
- Extreme attention to detail with 99-100% quality assurance scores.
- Consistently exceeded expectations by completing 150% more applications than peers and 3-5 additional projects by employing time management and organization skills. Mentored 3 new teammates.