

Tarryn Lambert

(206) 370 - 0345 | designertarryn@gmail.com | <https://tarrynlambertconsulting.com/portfolio>

Product Designer

- Pioneer in UX design, with a passion for human-centered solutions and the potential to transform people's lives.
 - Strong track record for developing creative solutions in new products, programs, and market strategies.
 - Accomplished in qualitative research, user experience, and strategy execution.
 - Successfully led projects, blending human needs, technology and analytics to achieve business objectives.
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Expertise

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| ● User Experience | ● Design Thinking | ● Facilitating Workshops |
| ● Qualitative Research | ● Presenting Insights & Recommendations | ● Business Requirements |
| ● User empathy | ● Product & Software Management Lifecycle | ● Synthesizing user's & stakeholders needs |
| ● Information Architecture | | ● Agile/scrum |
| ● Usability Testing | | |
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Key Accomplishments

User Research: Increased completion rate of Diabetes Prevention Lessons at Retrofit by 12%.

Interaction Design: Won 2 international design awards using research and site re-architecture. (Summit and Davey).

Collaboration: Actively engaged cross-functional team to participate in design thinking workshops, synthesized the findings, designed prototype, and field-tested with team members yielding an app that surpassed the useability of most commercially available offerings at a fraction of the time and cost.

Employment

Lead Researcher and Designer

1560 LLC. | Seattle, WA | 2019

Recruited to work closely with the Product team in an Agile/Scrum workflow and to lead the UX (both research and design) for the potential campaign. This resulted in a highly-usable volunteer application launched as a pilot in June.

- Directed design efforts and crafted designs for various high-impact projects including the pilot and implementation of canvassing mobile application enabling volunteers to target potential voters door to door.
- Identified and surfaced UX issues on the current website using heat maps from Hotjar and UX heuristics.
- Helped implement hypotheses and metric-driven testing to control reactivity and introduce a proactive strategy.
- Introduced the organization's first personas and potential voter journey from awareness to volunteer sign up which resulted in cohesive team alignment.
- Created the strategy for new survey feature in the app aiding volunteers to survey in different contexts; insights from this effort would advance omnichannel targeting efforts.
- Conducted design thinking workshops with the political team to understand field team needs.
- Wrote in-depth interview guides to help highlight the cross-departmental needs of the organization. Interviewed department heads across the organization to help prioritize those needs resulting in a UX Roadmap for 2019.

UX Research and Design Consultant

Tarryn Lambert Consulting | Multiple Locations | 2018 - Present

Leverage user experience background to combined business and market needs to create appealing user-friendly interfaces. Strong collaborator in identifying requirements, interviewing users, testing potential products, conducting A/B tests, comparing findings, and making recommendations based on qualitative data, statistics, and test results.

Proficient in UserTesting, LucidChart, design expertise, analytical thinking, attention to detail, and observation spirit.

- Managed internal resources to budget and scope branding, site architecture, product packages, and website design from ideation to completion for the author of *Kicked Out of Therapy* resulting in the first sale of coaching services.
- Tested customer acquisition concept for in-store shopping experiences in South Africa by using push messages and location tracking for a potential revenue source. Discovered a flaw in user flow which saved the company money by not investing in this product.
- Led a design thinking workshop for a San Francisco-based weight loss and coaching program which identified solutions for a complex physical onboarding process.
- Interviewed the Bloom team, a growth platform for modern wineries, and created a custom workshop to help them collaborate and align on goals resulting in a priority list for the business to focus on.
- Ran user tests for an Australian law start-up to test information architecture and increase the usability of the site.

Senior Product Designer

Retrofit | Seattle, WA | 2017

Recruited to design Retrofit's new mobile app, "Healthy Living", applied Human-Centered Design thinking through interviews, user testing and design thinking workshops.

- Increased enrollment by 25% by redesigning a complex flow for users to enroll more easily
- Part of the team that gained Retrofit CDC recognition through DDP lesson redesign and curriculum update which helped result in Retrofit being bought by Livongo.
- Increased completion rate of Diabetes Prevention Lessons by 12% through research and design efforts.
- Co-led an in-person design thinking workshop aligning goals for a 50+ person remote company.
- Created templated components increasing organizational efficiency when producing a new product.
- Presented user research findings to help clients understand the project scope and prioritize budget allocation.

Instructor (UX Design Immersive)

General Assembly | Seattle, WA | 2016

Instructor for user experience, impacting the careers and shaping students on a global scale helping them create effective intuitive experiences. Functioned as the "UX Manager" for client projects. Managed 3 Associate Instructors.

- Instructor for three courses; managed and ran a classroom of 14 to 26 adult students.
- Led students through a complete project cycle with real-world clients and mediated group conflicts.
- Presented 30+ lectures with personalized UX examples and industry insights.
- Gave group feedback on projects and one on one feedback on portfolios.

Interaction Designer

Ply Interactive | Seattle, WA | 2013 - 2016

Led UX efforts for the agency, focusing on information architecture and interaction design winning two international design awards (Summit Creative Award - Silver, 2016; Davey Awards - Silver, 2016).

- Created the first online payment portal for wineries to pay fees to the Washington Wine Commission which saved time and money by turning the entire process into a digital interaction.
- Decreased phone calls to find resources on the site through card sorting, site re-architecture, and re-design.
- Managed user testing sessions from prototyping to task completion which showed ease of use but a desire for additional features.
- Suggested product recommendations for wellness app based on coach and stakeholder interviews.

Education & Certifications

Dual Degree, Bachelor of Arts, Visual Communications & Public Relations, Texas Tech University, Lubbock, Texas
Dual Minors: English, Spanish

Certification in User Centered Design & Engineering, University of Washington, Seattle, WA

Certified Scrum Product Owner®, ScrumAlliance, Seattle, WA