

# Tarryn Lambert

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

---

## Lead UX Designer

- Pioneer in UX design, with a passion for human-centered solutions and the potential to transform people's lives.
  - Accomplished in qualitative research, user experience, design thinking workshops, and strategy execution.
  - Successfully led projects, blending human needs, technology and analytics to achieve business objectives.
- 

## Expertise

- User Experience
  - Qualitative Research
  - User needs and goals
  - Information Architecture
  - Usability Testing
  - Design Thinking
  - Presenting Insights & Recommendations
  - Product & Software Management Lifecycle
  - Facilitating Workshops
  - Business Requirements
  - Synthesizing user's & stakeholders needs
  - Agile/scrum
- 

## 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 + Davey).

**UX Leadership:** Taught over 50+ student designers and mentored 5 junior designers over the past 7 years.

**Collaboration:** Actively engaged cross-functional team on a potential presidential campaign 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

### Senior UX Designer

Microsoft | Seattle, WA | 2020

Joined a new design team at Microsoft to help bring clarity to a complex process for a technical internal developer tool.

- Led the first research driven architecture of Substrate using card sorting and usage data.
- Redesigned the entry points for the Substrate to increase awareness and education of the platform.
- Created a navigation system that works across all Substrate tools for a unified experience.

### UX Lead

Allopus Studios | Seattle, WA | 2019 - 2020

Joined the team to help bring design leadership and mobile expertise to a new financial app by Quicken.

- Actively engaged with leadership on a weekly basis to listen to found problems and present design solutions.
- Led process transformation by incorporating Agile/scrum meeting cadence to focus and unify the team.
- Mentored team through coaching and leading by example with activities such as sharing high level sketches or collaborating with Quicken's UX Researcher to test wireframes before handing them off to UI designers.
- Art directed style guide and mentored designers on use for a consistent brand before the launch in January.

### Lead Researcher and Designer

1560 LLC. | Seattle, WA | 2019

Recruited to work closely with the product team in and lead UX efforts (both research and design) for the potential presidential campaign. This resulted in a highly-usable pilot app enabling volunteers to target voters door to door.

- 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.
- Conducted design thinking workshops with the political team to understand field team needs.
- 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.

## UX Research and Design Consultant

Tarryn Lambert Consulting | Multiple Locations | 2018 - 2019

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.

- 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 Bloom team members one on one. Created a workshop incorporating pain points from interviews and client survey results to help them align on goals resulting in a priority list for the business to focus on.
- Ran remote user tests for an Australian law start-up to test IA 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.
- 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.
- 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.

- Used UX research skills to iterate on classroom experience and curriculum over 3 cohorts.
- Managed a classroom of 14 to 26 adult students and presented 30+ lectures with personalized industry insights.
- Led students through a complete project cycle with real-world clients and mediated group conflicts.
- 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 by industry members to WWC through card sorting, site re-architecture, and re-design.
- Suggested product recommendations for wellness app based on stakeholder interviews and user testing.

## Education & Certifications

**Dual Degree, Bachelor of Arts, Visual Communications & Public Relations**, Texas Tech University, Lubbock, Texas

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

**Certified Scrum Product Owner®**, ScrumAlliance, Seattle, WA