

Tamara Olson

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Skill Set

UX Design + Research

Information Architecture
Rapid Prototyping
Interface Design
Visual Design
Product Research
Usability Testing

UX/Design Tools

Adobe Photoshop
Adobe Illustrator
Adobe Fireworks
Omnigraffle
Invision
Sketch

Development

Responsive HTML5 + CSS3
JavaScript + jQuery
WordPress Development
Git (Beanstalk/Github) + SVN

Project Management

Basecamp
Asana
PivotalTracker

Volunteering

iMentor Tutor (2011-2013)
Taproot pro bono (2009 + 2015)

Interests

Running (*NYC marathon '13*)
Musical theater
Cultural Studies
WordCamps (*speaker at WordCamp Maui 2015*)

Principal, Tamara Olson Designs 2006-present

- ▶ Founded business offering **user experience/product design and end-to-end web design and development** services (specializing in WordPress).
- ▶ Clients include The Paperless Post, Conde Nast, Orchard Platform, SocialCode, Brooklyn Botanic Garden, KnowledgeLaunch, Radio Diaries, American Lawyer Media, The Asia Society, and numerous design agencies (Six Pony Hitch, Code 18, Optimistico) and small businesses.

Senior Interaction Designer, Google 2010-2014

- ▶ Launched new tool **Google Classroom** to help teachers and students manage classroom workflows more efficiently. As UX design lead, worked in close partnership with engineering and product leadership to contribute UX insights to strategic planning. 2013-2014
- ▶ Managed the design and research team (3 designers, 1 researcher) for **DFP by Google**. Defined product requirements, created complex workflows, contributed to visual design style guide, led usability studies with client, and created fully functional prototypes. 2010-2013
- ▶ EDGE Leadership Training.
- ▶ Promoted twice within 3 years from level 3 to senior designer.

User Experience Lead, New York Observer 2007-2009

- ▶ Led user experience for the 2009 Observer.com redesign. Invented concept, conducted focus groups, created wireframes and prototypes, authored requirements, and led the project through visual design, front-end development, and Drupal 6 integration.
- ▶ **Results:** After the launch, Observer.com experienced a 60% increase in pages per visit, a 160% increase in homepage views, and a 455% increase in time-on-site. The redesign earned a **Webby Award nomination for Best Newspaper Site** (Nytimes.com was the only other American site nominated in category).

Interactive Creative Team Intern, Apple Summer 2007

- ▶ Joined the **apple.com team** in Cupertino for the June 2007 redesign. Designed Quicktime page + site map.
- ▶ Produced independent project: a prototype for '**Digital Music 101**,' a site to teach non-digital music users about iPod+iTunes. Presented to VP of Marketing; project was implemented on apple.com in Dec. 2007.

Other Experience

- ▶ Teacher/Tutor, P.S. 54, Bedford-Stuyvesant 2006-2007
- ▶ Tour Guide, Museum of the Moving Image 2006-2007
- ▶ Exhibit Development Intern, Science Museum of Minnesota 2006
- ▶ JC Penney, Applebee's, Maurices, Smith's Bakery 2000-2003
- ▶ Founder, Great Falls Young Actors Theater Camp *Summers 1996-2001*

Education

Master's, Tisch School of the Arts, NYU

Interactive Telecommunications Program, 4.0 GPA, Parvin Shirazi scholarship for academic excellence and community service. Thesis: invented/designed/developed a social networking site for backpackers.

B.A., Media Studies, Macalester College

Magna Cum Laude. Robert Byrd Scholar. Studied abroad in Queensland, Australia. Honors thesis: *Popular Representations of Jewish Identity on Primetime Television: The Case of 'The O.C.'*