TATYANNA DAMES

Miramar, FL 33029 • 786-351-1701 • tdames@comcast.net • www.tatyanna.design

Education

Masters, Digital Media (Concentration in Interactive Design)

Northeastern University, Boston, MA   Expected December 2024
- Relevant course work: Web Creation for Content Management Systems, Information Technology & Creative Practice, Programming Foundations, and Usability & Human Interaction
- GPA: 4.0/ 4.0

Work Experience

Product Designer Intern   June 2023 - Present

Sephora, San Francisco, CA
- Partnered with the product design team in working with product managers to identify opportunities, and conceptualize new projects
- Established low fidelity sketches and flows to validate ideas at the concept stage
- Collaborated alongside UX researchers to test proposed designs at concept, medium, and high fidelity prototype phases and convey desired interaction to stakeholders
- Produced high fidelity pixel-perfect screen designs and provide detailed specifications and assets to developers

Web Developer & Marketing Coordinator   March 2023 - June 2023

Florida Atlantic University, Boca Raton, FL
- Organized, updated, devised & formatted three college department websites using the University's Content Management System (CMS)
- Created 50+ responsive, mobile-friendly web designs and ensured accessibility principles are applied
- Performed daily routine maintenance and other management activities to debug pages, fix broken links, construct website mapping, and professionally manage back-end files, folders, and digital assets
- Led social media management, including developing growth strategies, reviewing, post-performance, coordinating, and planning posts across various social media platforms, and developed monthly reports
- Oversaw activities for junior student developers and worked closely with engineers, and designers

Visual Designer & Founder   October 2018 - Present

She's A Doll, Miramar, FL
- Constructed 10 interactive web application designs and mobile application designs for each collection by way of Figma, and Adobe XD
- Improved the end-to-end experience of the She's A Doll website by conducting 2 usability studies, identifying UX issues such as accessibility, and redesigning the website based on user feedback
- Designed landing pages, collections, and email ads; generating a 23% open rate
- Produced original graphic and visual design visuals for social media platforms reaching over 500,000 impressions a month

Technical Training

UX Certification   August 2022 - April 2023

Google Coursera, Online
- Built a responsive mobile app for a movie theater using Figma, and Adobe Illustrator
- Relevant course work: The UX Design Process, Build Wireframes & Low Fidelity Prototypes, Create High Fidelity Designs & Prototypes In Figma, Responsive Web Designs in Adobe XD

Skills

Technical Skills: Information Architecture, User Research, Wireframing, Usability Testing, Prototyping, Design Systems , Responsive Web Design, Inclusive Design, A/B Testing, User Personas, Affinity Mapping

Tools: Sketch, Figma, Adobe Creative Suite, Atlassian , HTML , CSS, Javascript, Visual Studio Code, Atom, CMS