

Tiana Tucker

User Experience Designer

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tianamtucker.com

SKILLS

Design: Adobe Creative Suite, Sketch, Figma, Affinity Photo, Invision App, Balsamiq, OmniGraffle, User Interface Design, Prototyping, Wireframing, Usability Testing, VersionOne, Confluence, Keynote, Information Architecture and Responsive Web Design.

Front-End Development: HTML, CSS, JavaScript, jQuery, Bootstrap, Agile and Scrum methodologies

Marketing: Google Analytics, SEO, SEO Moz, ZenDesk, MailChimp, Buzzstream and Microsoft Office

WORK EXPERIENCE

UI/UX Designer (Government Contractor)

January 2015 - Present

Noblis, Washington, DC

- Lead design of four new products and more than 10 new features in existing products
- Maintain the UX checklist and UI style guide for all interface components for 7 products
- Initiate moderated usability testing to plan and facilitate in-person and remote test sessions
- Create wireframes, mockups, prototypes, icons and other design artifacts as a design team of one
- Produce visual assets to meet the business development needs of the organization's mission area

Inbound Marketing Coordinator

May 2013 - May 2014

2U Inc, Landover, Maryland

- Managed all aspects of digital influencer outreach to meet quarterly search optimization goals
- Collaborated with various brand stakeholders to manage the creation of numerous marketing pieces
- Secured 31 new linking domains without any new content marketing pieces in 30 days
- Measured daily website traffic and strategic keyword mentions for weekly and monthly KPI reporting

Online Marketing and Communications Assistant

January 2012 - January 2013

Danish Institute for Study Abroad, Copenhagen, Denmark

- Designed marketing materials for both the web and print within the organization's design standards
- Planned and executed social media content strategy, which increased Facebook page impressions by 101%, audience engagement by more than 300% and user acquisition by 26% in seven months
- Recruited, trained, and managed the official student bloggers and photographers of the organization

CERTIFICATIONS

Certified ScrumMaster Certification, Scrum Alliance

October 2016

User Experience Certification, Nielsen Norman Group

April 2016

EDUCATION

Thinkful, Online

June 2016 - March 2017

Front-End Web Development Program

General Assembly, Washington, DC

June 2014 - August 2014

User Experience Design Immersive

Elon University, Elon, North Carolina

May 2011

Bachelor of Arts. Major: Communication Science Minor: Professional Writing