

# TAMMIE BRYANT

## User Experience Strategist, Manager, and Designer

### Analyze Users | Propose Solutions | Create Experiences

With more than 25 years of experience, my skills include creating, producing, implementing, and managing the user experience online and in software applications.

My aim is to understand and define the customer using insights and research and use this knowledge to build a hierarchy of content and create emotion and credibility through visual design.

## EXPERIENCE

### UX Design Manager | Stahls' | 2012-present

As a user advocate, I plan, design, and test the user experience. By applying user-centered methodologies, I create intuitive user experiences. As a manager, I ensure UX and design guidelines are met.

### Product Designer | Johnson & Johnson | 2011-2012

Defined and optimized the user experience through the creation of visuals for the product management team who defines, solidifies, and communicated product requirements and scope.

### Web Design Lead | Johnson & Johnson | 2009-2012

Work with software engineers, content authors, behavioral scientists and project managers to help drive web design and execution of products to ensure alignment with the overall product solutions, look and feel, and accessibility requirements.

### Web Designer | DTE Energy | 2008-2009

Contracted through Strategic Staffing Solutions. Worked within the Usability Department using Photoshop/Illustrator to create user-centered designs for website and software applications.

## EDUCATION

### Mobile UX/UI | 2017 | Interaction Design Foundation

Certified course completion.

Learned a range of user experience and interaction design related skills, focusing on user research and user-centered design.

### Liberal Arts | 2017 | Oakland CC

Liberal Arts Degree focusing on art and photography.

### UX Certification | 2014 | Nielsen Norman Group

Certification #1001617.

Courses included: Credibility and Persuasive Web Design, Everything You Wanted to Know about Responsive Design...and Less!, Managing User Experience Strategy, Research Beyond Usability Testing, The Human Mind and Usability, Website Design Lessons from Social Psychology

### Advertising Certificate | 1993 | University of Washington

Certificate program taught by ad agency professionals.

## OBJECTIVE

To use my skills in a management role, to help people be successful and experience a better life.

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## TammieBryant.com

## SKILLS

- User Experience Strategy
- Usability Best Practices
- User Testing and Analysis
- Information Architecture
- Personas
- Journey Maps
- Wireframes
- Prototypes
- Design

UX CERTIFICATION #1001617



## ABOUT ME

I am a life-long learner. I enjoy learning new things and creating. I love art, music, travel, and espresso.

I have completed four marathons. I love the challenges running brings and the sense of accomplishment it provides.

## ADDITIONAL ACCOMPLISHMENTS

StreetDetroit.com  
ThinkStrongApparel.com  
Conception Art Event - NYC 2016  
ArtPrize - Grand Rapids 2011