Tanya Wickham

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Innovative and results-driven Product Designer with over 9 years of dedicated expertise in User Experience (UX). A proven track record of successfully delivering customer facing SaaS products, mobile products and shipping games, coupled with a comprehensive background in UX research and UX/UI design. Proficient in motion design and 3D modeling, showcasing a versatile skill set that extends beyond traditional product design boundaries. Recognized for adeptly navigating and contributing to complex user experiences through deep cross-collaboration with multidisciplinary teams. Committed to creating intuitive and visually compelling solutions that elevate user engagement and satisfaction.

Experience

Senior UX/UI Designer
XBOX, Redmond WA
Jan 2024 to Current

- Lead and enhance the product design process, from initial research and hypothesis to defining requirements, creating wireframes, and testing prototypes on users.
- Contribute to product discovery by validating core ideas and translating complex workflows into intuitive UI designs for both small feature iterations and larger, innovative experiences.
- Collaborate closely with cross-functional teams including PMs, Engineering, and QA throughout the entire product lifecycle, guiding strategic decisions and breaking visionary ideas into practical phases.
- Utilize a diverse set of design tools and processes such as Figma, Sketch, InVision, Principle, and Confluence to facilitate design collaboration and iteration.
- Mentor non-senior designers, developers, and PMs, foster a culture of constructive feedback, and prioritize building accessible, scalable, and reusable components within a design system framework.
- Design and facilitate UX Research to develop research plans, execute usability testing, and synthesize findings to inform design decisions, while also possessing the ability to conduct lean user research independently when necessary.

Senior Product Designer
Tempo Storm, Remote
Mar 2022 to May 2023

- Spearheaded the end-to-end process of conceptualizing and crafting UX/UI features for The Bazaar game, taking the project from 0 to 1, working in a startup environment.
- Championed a mobile-first approach, ensuring user accessibility was prioritized at every stage of design, optimizing the experience for both PC, mobile, and tablet.
- Oversaw the integration of wireframes and UI assets into Unity, ensuring a cohesive and visually appealing user experience.
- Fostered strong relationships with the executive team, providing regular updates and incorporating valuable feedback.
- Created mocks via Figma and Adobe Suite, using motion design to help illustrate concepts and ideas.
- Demonstrated exceptional communication skills and strategic thinking to align design initiatives with overarching business objectives.

- Orchestrated a collaborative effort with cross-functional teams, including art, VFX, business, legal, sound design, and game design.
- Collaborate closely with cross-functional teams including PMs, Engineering, Art, Sound, and QA throughout the entire product lifecycle, guiding strategic decisions and breaking visionary ideas into practical phases.
- Facilitated a comprehensive and user-friendly gaming experience through effective communication, creative problem-solving, and leadership.
- Communicate complex interactive design concepts with clear data, design direction, animated mocks, in clean presentations.

Sr. UX/UI Designer
Sincro Digital, Remote
May 2020 to Mar 2022

- Spearheaded comprehensive UX design and research initiatives to optimize both internal and customer-facing products.
- Demonstrated a keen understanding of user needs and market trends to drive product improvements.
- Launched multiple features to 20k+ websites.
- Facilitated internal learning workshops to promote awareness and adoption of agile and lean UX methodologies, empowering teams to streamline processes and enhance productivity.
- Cultivated a culture of cross-team collaboration, leveraging iterative design methodologies to continuously enhance user experiences. Encouraged open communication and shared insights to drive product success.

Product Designer
Microsoft, Redmond WA
Sep 2018 to Nov 2019

- Spearheaded the creation of internal tools tailored for diverse programs, enhancing operational efficiency and productivity within the organization.
- Successfully optimized vendor relationships, implementing strategic approaches that streamlined processes and maximized collaboration, resulting in improved outcomes and cost-effectiveness.
- Engineered innovative solutions and redefined research processes, slashing project timelines from 10 to 5 days. Demonstrated a commitment to efficiency and continuous process improvement.

User Research Associate
Xbox, Redmond WA
Mar 2017 to Aug 2018

- Orchestrated comprehensive usability studies for a diverse range of games, software, and XR experiences. Ensured meticulous planning and execution, resulting in seamless and intuitive user interactions across various platforms.
- Worked comprehensively on XR technology, including XR headset and controller hardware, mixed reality interactions, usability and understandability between user and XR, and stability to reduce nausea.

User Research Assistant
Warner Brother Games, Kirkland WA
Jul 2015 to Feb 2017

- Managed end-to-end UX research process, contributing to enhanced user experiences for gaming, including mobile, console, and VR.

<u>Education</u>
University of Washington
BA, Psychology
August 2012 - June 2015

<u>Skills</u>
Product Strategy, Interaction Design, Design Systems, Animation Design, Visual Design, Accessibility Design, Information Architecture, Survey Design, Data Synthesis, A/B Testing, HTML/CSS, User Research, Data Visualization

<u>Tools</u>
Unity, Adobe Suite (Illustrator, Photoshop, After Effects), Sketch, Figma, UserTesting.com, Jira/Confluence, Unity, Blender