



Hi, I'm Tabitha! I'm a UX and product designer, and storyteller.

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## PASSIONS

I pride myself in my love of these key elements to what I do.

### Psychology

Design is more than just making a pretty picture. Everything has purpose: evoke a specific feeling, encourage an interaction, create a conversion. Design is more than an artform, it's also a psychological process.

### User Centered Design

Designing products that are focused around how users want to use them from the ground up is the key to a great user experience. Grounding all of my work in user feedback and research is how I create engaging, user focused experiences. There is also a skill in balancing user needs with technical and business requirements, which are also important, and sometimes forgotten.

### Product Design

I've worked on a broad range of projects that started in various stages from research and requirements to delivery and iteration. Currently my focus is on solving incredibly complex problems for hotel partners to optimize their work flows while balancing business requirements.

## EXPERIENCES

I never stop learning new things, no matter where I'm at.

### Expedia: January 2015 - Present

UX Designer

Working on the B2B side designing products for our hotel partners. I've worked on numerous, extremely complex projects with a varied user base, balancing optimal UX with business and technical constraints. I've worked through massive team growth, developing design standards, new product areas, pitches, iterations, prototyping, and user research and testing.

### Triad Retail Media: June 2013 - January 2015

Senior Front-End Designer

I worked on designing and coding on the Walmart.com team with high profile brands. Projects were often recognized by upper management as leading examples for future of design at the company. I trained new team members and improved the efficiency of our day to day operations.

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August 2011 - June 2013  
Interactive Designer

Art Institute of Tampa

Bachelor of Fine Arts  
Web Design and Interactive Media

## SKILLS

I have a very particular set of skills.

- Visual Design
- Interaction Design
- Mobile + App Design
- Responsive Design
- HTML + CSS
- jQuery + JavaScript
- Adobe Creative Suite
- Sketch
- Invision
- Wireframing
- Rapid Prototyping
- User Testing

## ABOUT ME

I'm a very passionate and quick witted person.

### Design Goggles

My interest in design doesn't stop at the workplace either. Whenever I look at anything; menus, billboards, labels, ads, I think about the process that went into creating them. I have dubbed these my "design goggles." I use them to learn more about things that may or may not work in design and come up with ways to utilize the good things in my work and avoid the bad things.

### Video Games

I have been an avid gamer since I was very young and my passion for video games has only grown over the years. There are many things that I bring from my experiences in gaming to my work: complex menu systems, heavy interaction design, intuitive UI, data feedback, and more.

## RECOGNITION

These people think that I'm pretty great too!

Tabitha is a passionate and technical user-centered designer, the type of person you can trust with important projects. I've worked with her on several complicated large-scale initiatives, which she successfully completed from concept to execution. Tabitha is skilled in both visual and interaction design and excels at defining a problem space and working through a wide variety of possible solutions. She works hard to understand constraints and produce measurable results. I appreciate her drive to improve her own and her team's design skills. I recommend Tabitha for teams working in complicated spaces seeking a high-performing senior level designer.

Brad Monahan  
Design Leadership at Expedia

Tabitha is a highly recommended and talented interactive web designer with excellent interpersonal, communication and problem solving skills. A team player that goes above and beyond the assigned tasks to deliver great quality work while working on a fast-paced environment. She has experience working with clients such as Proctor and Gamble, Johnson & Johnson, and Clorox to name a few. Her professionalism, work ethic and level of commitment makes Tabitha a great addition to any team.

Edgar Zabaleta  
Art Director at Triad Retail Media



Triad received a Gold Addy award for a brand page that I designed for Hidden Valley Ranch & Daisy Sour Cream located on Walmart.com.