

# TARALincoln

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## COMPUTER SKILLS

Figma	Illustrator	HTML5	Jira
Sketch	InDesign	CSS	Final Cut Pro
Photoshop	Principle	Zeplin	Microsoft Suite

## EXPERIENCE

### **Meetup, New York, NY** *(April 2023 - Present)*

Senior Product Designer for a platform that fosters communities and connections through peer led events

- Lead Product Designer for the Organizers Apps team
- Facilitated organizers to create events with ease and efficiency with a more robust Event Create stepper
- Redesigned the Money summary page so organizers can visualize how they are monetizing their events and receive insights to improve net earnings
- Conducted user research to understand user needs and determine design initiatives
- Worked cross functionally with product managers, stakeholders, and designers contributing to business goals

### **Noom, New York, NY** *(January 2022 - January 2023)*

Senior Product Designer for a health and wellness app

- Lead Product Designer for the Progress and Engagement Team before transitioning to Lead Product Designer for the Community Team
- Increased long term customer retention on core product features including: Treat Day, NoomScore, and Noomcoin Evolution
- Created Challenges Dashboard to inject dynamism and increase renewals into the Noom experience
- Brainstormed, wireframed, and prototyped the community social feed for users to motivate each and interact with one another
- Worked with product managers, stakeholders, and user research to prioritize design initiatives
- Helped facilitate user testing and provide iterative designs for optimal feedback, thus enabling design solutions
- Provided insight into best UX practices and visual design critique to achieve user-centered designs

### **Crunchbase, San Francisco, CA** *(November 2019 - December 2021)*

Senior Product Designer for a platform that offers business information about private and public companies

- Lead Product Designer for the profiles team
- Launched the redesign for company's profile pages focusing on accessibility and conversion for everyday users
- Collaborated with peer designers and engineers to establish and implement a design system
- Prototyped the team and subscription management dashboard with a purchase flow, where we focused on efficiency and education of our product
- Developed a curated recommendation feature that helps our sales users find new prospects
- Created a new Contacts feature allowing users to connect with people and find new leads
- Worked through user flows for a better and more engaging onboarding experience

### **Amazon (Ring), Santa Monica, CA** *(February 2017 - October 2019)*

UI/UX Designer for a consumer security company

- UI/UX Designer for Ring.com website
- Created landing pages and product pages focusing on high conversion and site usability
- Established a design system to be implemented in all future designs
- Created prototypes of design modules to demonstrate interactivity and functionality
- Collaborated with site optimization teams to create A/B test designs for best user experience
- Involvement with user research and usability tests to understand customer needs
- Designed the app interface for the launch of Neighborhoods (a digital neighborhood watch)
- Designed admin portal for customer service agents focusing on the UX for improved customer assistance

## EDUCATION

### **University of Michigan, Stamps School of Art and Design, Ann Arbor, MI**

BFA degree in Art and Design

Concentration: Graphic Design, Web/UX/UI Design, Front-End Development

Minor Degree: Art History

### **University of Arts London, Central Saint Martins, London, UK**

Graphic Design Study Abroad Program

## OTHER INTERESTS

Travel, skiing, hiking, Taylor Swift music, painting, reading, watching Formula1 races, baking

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