Tana Green  
Associate Director of Product Strategy at IQVIA | Greater Seattle Area   
w: [portfolio.TanaGreen.com](http://portfolio.tanagreen.com/) | e: [Tana@TanaGreen.com](mailto:Tana@TanaGreen.com) | p: 206 434 5367  
  
Summary

Tana Green is a strategist and UX/UI designer who has collaborated with leading digital agencies, tech companies, and exhibition design firms in New York, Chicago, and Seattle such as Ralph Appelbaum Associates, Jack Morton, Digitas, IQVIA, T-Mobile, and Razorfish.

Trained as an architect and interaction designer, in the last eleven years, she has collaborated on the strategy and UX design of web and mobile product experiences and design systems such as LIIFund.org, Masters.com, AmericanExpress.com, and T-Mobile Digits.

Experience

IQVIA  
1 year 7 months | Seattle, Washington

**Associate Director of Product Strategy** | December 2018 - Present (1 year 4 months)

Design strategy for enterprise life science desktop products. Helped establish UX consistency and quality checking processes for an industry-leading design system and two component libraries. Lead several product design teams of one to six designers to support product releases and launch a compliance event-planning product within Salesforce.

**UX Strategist** | September 2018 - December 2018 (4 months)   
Lead UX for two related products for desktop and tablet.

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| UX Horizons  **Founder + Principal** | May 2017 - December 2018 (1 year 8 months) | Greater Seattle Area  Customer and user experience strategy, design, content marketing, and delivery consulting services.  Filter, LLC **Lead UX Designer** | September 2015 - June 2016 (10 months) | Seattle, Washington  In four phases, I worked within waterfall, agile, and iterative design processes by frequently initiating team strategy, organizing, documenting, reviewing, editing, and delivering user flows, specifications, responsive wireframes, and high-fidelity comps with my esteemed colleagues. We did this by applying documented design principles and following requirements for accessibility. I was honored and thrilled to have collaborated on this program using a variety of methods with a team of three to nine talented designers and abided by the program structure provided by the team managers.  Razorfish **Senior Information Architect** | February 2013 - May 2014 (1 year 4 months) | Chicago, Illinois  Responsible for translating business requirements from our client into multi- channel responsive web designs in Phase II schematic flows, wireframes, prototypes for user testing, and other pre-schematic experience concept documentation.  T-Mobile **User Experience Designer** | October 2012 - January 2013 (4 months) | Bothell, WA  UX design for several frontline technology applications allowing retail and care representatives to effectively engage end-user data, products, and features with customers directly.  The Banff Centre **Film & Media Researcher** | January 2012 - March 2012 (3 months) | Banff, Alberta  I researched new methods for multi-user UX design, 3D printing, multi-media interactive exhibit concepts, conducted interviews, audio art direction, video direction and editing, and production management to create innovative experiences for greater cultural appreciation of dynamic ecosystems. |
| Digitas **Lead Interaction Designer** | March 2011 - June 2011 (4 months) | New York, NY  UX design for our client browser-based financial product application upgrades and roll-out. Presented work directly with owner representatives and off-shore development team.  Jack Morton Worldwide **Experience Designer / Project Manager** | October 2010 - December 2010 (3 months) | New York, NY  Strategic planning, research, and design proposals for a telecom retail experience store with integrated interactive exhibits.  Wunderman **Senior Information Architect** | August 2010 - October 2010 (3 months) | New York, NY  UX design for innovative integrated social media campaigns for several clients, including Dell and Land Rover.  C&G Partners **Information Architect** | May 2010 - August 2010 (4 months) | New York, NY  Discovery and schematic IA/UX design for a leading Community Development Financial Institution's informational and application resource desktop web browser-based experience.  Oxford Technology Ventures, LLC  **Senior User Experience Designer** | October 2009 - February 2010 (5 months) | New York, NY  My role at Oxford Technology Ventures encompassed leading and creating the User Experience Design, Information Architecture, sitemaps and workflows for our clients as well as on internal new product development.   Thinc Design **Job Captain** | June 2009 - September 2009 (4 months) | New York, NY  Job Captain during the design development phase of the first two out of three primary exhibitions for the National September 11 Memorial and Museum.  Ralph Appelbaum Associates **Senior 3D Exhibit Designer** | March 2004 - May 2009 (5 years 3 months) | New York, NY  Designed and managed all aspects of 3D exhibit design from concept to documentation to installation on a variety of projects, including the Singapore Discovery Center, Nashville's Adventure Science Center, the American Indian Cultural Center and Museum, and the National World War I Museum, which has received national acclaim and won numerous awards.  Suben Dougherty Partnership  **Project Designer** | April 1999 - July 2001 (2 years 4 months) | New York, NY  Project Designer and Job Captain for large corporate interiors.  Education  New York University Masters, Interactive Telecommunications · (2001 - 2003) | New York, NY  Cornell University B.Arch, Architecture · (1994 - 1998) | Ithaca, NY  References  Adam Isley | Director of Strategy, Planning & Ops, IQVIA | e: [aisley@us.imshealth.com](mailto:aisley@us.imshealth.com)  Tyler Van Horn | Assoc. Dir. of Design Product Strategy, IQVIA | e:[tvanhorn@us.imshealth.com](mailto:tvanhorn@us.imshealth.com) Arlen Pringle | PMO Director, IQVIA | e: [apringle@us.imshealth.com](mailto:apringle@us.imshealth.com)   Strengths  Product roadmaps, market research, agile production planning, team management, mentoring, proposals, presentations, concept design, ideation, hand sketching, whiteboarding, storyboarding, strategy, planning, project organization, schematic illustration, wireframes, paper and digital prototyping, design development, documentation, art direction, production oversight, details, construction administration, installation direction, and photography. |