

Tana Green

Product strategist | Senior UX designer

Portfolio.TanaGreen.com

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LinkedIn

Bothell, WA

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EXPERIENCE

Associate Director of Product Strategy

IQVIA

September 2018 - April 2020

Seattle, WA

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. Product is selling on the market.

Tools used: Excel, Powerpoint, Outlook, MS Teams, Skype for Business, JIRA, Confluence, Framers X, Sketch, Omnigraffle, Float, Zeplin, Word, InVision

Founder and Principal

Tangible Places, LLC

August 2010 - present

NYC, Chicago, and Bothell, WA

Independent UX design consulting for a variety of agencies, small businesses, and technology companies. Performed product management, strategy, and design activities and documentation management, from discovery interviews, site maps, and wireframes to pixel perfect screen comps, specifications, and image asset production.

Tools used: Sketch, Illustrator, InDesign, Axure RP, Pages, Keynote, Numbers, Mail, Dreamweaver, Quickbooks, Excel, Wordpress

Lead UX Designer

Filter, LLC

September 2015 - June 2016

Seattle, WA

Led a team of UX and visual designers for a T-Mobile's Digits product for Android, iOS, web, and desktop in agile and waterfall methods to set client expectations, wrote design assignments, reviewed and produced typical screens, user flows, specifications, prototypes, and full color comps for primary use cases.

Tools used: Illustrator, InDesign, Excel, Outlook, JIRA

Senior Information Architect

Razorfish

February 2013 - May 2014

Chicago, IL

Converted business requirements from our client into multichannel responsive web product in Phase II schematic flows, wireframes, prototypes for user testing, and other pre-schematic experience concept documentation.

Tools used: Visio, Excel, Outlook, Skype for Business, Omnigraffle, Powerpoint

Information Architect

C&G Partners, LLC

May 2010 - June 2010

New York, NY

Developed all information architecture for a leading non-profit financial institution, through interviews, questionnaires, feature lists, site map and wireframe templates. Produced a complete set of wireframes for the site.

Tools used: Omnigraffle, Excel

vision | planning | agile execution

PHILOSOPHY OF LIFE

"Liberty is the ability to make something new out of that which made you."

I AM MOST PROUD OF

National WWI Museum exhibits

Received national acclaim and awards including the Society for Environmental Graphic Design Honor Award, 2006.

LIIFund.org

UX strategy for a complete restructure and redesign of a leading non-profit lender's website.

BlurRail.com

Independently produced low-carbon travel agency to sell tickets on high-speed trains in nine countries.

Whistlr

Independently produced app for iPhone that enables users to share their contact information using sound.

STRENGTHS

Product roadmaps, market research, agile production planning, team management, mentoring, proposals, presentations, concept design, ideation, hand sketching, whiteboarding, storyboarding, planning, project organization, schematic illustration, wireframes, prototyping, design development, documentation, art direction production oversight, detail UX + UI reviews, component reviews, demo feedback, GTM video direction.

EDUCATION

Master of Professional Studies

New York University

Interactive Telecommunications

Class of '03

Bachelor of Architecture

Cornell University

Class of '99

References and additional experience details from 1999 - 2010 available upon request