

# TRISTAN E. NARAMORE

Mill Valley CA 94941 • 1.415.867.4190 • tristan.naramore@gmail.com

[www.linkedin.com/in/10uxd](http://www.linkedin.com/in/10uxd) • [10uxd.com](http://10uxd.com)

Product/User Experience Designer with deep expertise in User-Centered Design practices and a proven track record for creating intuitive, usable and enjoyable user interfaces for web and mobile applications, websites and enterprise software solutions.

## CORE COMPETENCIES

**Interaction Design** (flows, wireframes, prototypes) • **Visual Design** (layout, icons, color theory)  
**Data Visualization** (dashboards, charts, maps) • **Accessibility** (WCAG compliance, contrast ratios)  
**Product Strategy & Planning** (information architecture, requirements analysis/authoring)  
**UX Research** (usability testing, user modeling, task modeling) • **UX Content** (writing, editing)  
**Delivery** (Agile/scrum, spec documentation, style guide authoring) • **Design QA**

## TECHNICAL SKILLS

DESIGN: Figma • Design System Authoring, Maintaining, Training

RESEARCH: Usability • Foundational • Analytical

ANALYTICS: Tableau • SiteCatalyst • Google Analytics • UserZoom • UserTesting

CODING: StoryBook • ZeroHeight • HTML/CSS/JS • Angular • React

PM: Confluence • SharePoint • Jira • Rally

## FTE EXPERIENCE

**Ancestry.com**, San Francisco, CA (Hybrid)

Oct 2018 - Feb 2024

Lead UX Designer

- Work closely with product full stack scrum teams, data scientists, genomic scientists, and passionate genealogists to design best-in-class experiences for everyone who wants to know where and who they descended from, their communities and cultures.
- Co-lead transformative, multi-year effort to implement and evolve a Design System (“Redwood”), loosely federated across a dozen product teams to increase consistency, time-to-market, accessibility, and overall aesthetics.
- Instrumentable role in migrating entire design practice from Sketch/Abstract to Figma, resulting in substantial cost savings, superior deliverables and centralized component libraries.
- Deliverables include: interactive maps for “DNA Story” (personalized, comprehensive genetic testing results visualizations), sitewide navigation system, rich content experiences for underserved populations employing experimental storytelling techniques.
- Duties include: data visualization, end-to-end responsive design specs, interactive prototypes, user testing/interviews, accessible (WCAG AA 2.2 compliant) color and typography, evangelize

## TRISTAN E. NARAMORE

and train designers and coders on design systems, mentor junior designers, administrate design and collaboration tools and their users (Figma, ZeroHeight, Abstract, Miro), estimate financial impact of tools and recommend cost-cutting solutions.

**Advent SS&C**, San Francisco, CA

Jan 2015 - Sep 2018

Senior Interaction Designer

- Customizable data dashboards and rich data visualization for the alternative investment industry, including: asset and fund management (Geneva), advised wealth management (Black Diamond), risk exposure for hedge fund managers (Syncova), trading platforms (MOXY, Tradex), asset research (Tamale).
- Ideation, conceptual prototyping, and user testing on cutting edge integrated portals using OmniGraffle, Photoshop.
- Contributor and editor for “The Design Handbook”, a popular resource for designers, BAs, product owners, dev and QA to ensure efficient and consistent reuse of standard patterns.
- Mentor team members on content strategy best practices, user testing strategies, prototyping tools, and documentation standards.
- Work closely with front end UI teams to understand capabilities and constraints of powerful UI frameworks such as React, Angular, DevExtreme, Kendo, D3, TreeGrid.

**Charles Schwab**, San Francisco, CA

Jan 2011 - Jun 2013

Senior User Experience Architect

- Develop engaging and educational content experiences for [www.schwab.com](http://www.schwab.com) retail marketing site, with a focus on retirement income, active trading, global trading, novice investing.
- Re-architect [www.schwabbankfunds.com](http://www.schwabbankfunds.com) to support up-to-date fund publishing for institutional users.
- Provide instrumental guidance in agency-wide initiative to modernize “digital” user centered design best practices.
- Redesign enterprise productivity software, including timesheet, resource finder mobile app.

## CONTRACTING EXPERIENCE

**Cohere Health**, Boston, MA (Remote)

Jan - Aug 2025

Lead Product Designer

- Ideation, concept prototyping, user testing, visual design and spec writing for advanced data query tools and sophisticated reporting capabilities leveraging Tableau.
- Co-author a data visualization design system, optimized for Tableau reporting dashboard used by health insurance companies to support Utilization Management for prior authorizations.
- Supported executive initiative to standardize dashboard typography and color tokens, ensuring WCAG AA 2.2 compliance while reducing licensing and maintenance costs.

**Zebra Technologies**, Lincolnshire, IL (Remote)

Sep - Dec 2024

Lead UX Designer

## TRISTAN E. NARAMORE

- Ideation, rapid prototyping, and visual design for on-device communication suite used by millions of workers in retail, healthcare, manufacturing, and hospitality.
- Complete redesign of the Workcloud Sync mobile app home screen.

**Bank of The West (BNP Paribas), San Francisco, CA**

Jul 2013 - Dec 2014

Senior Interaction Designer

- Guide nascent UX team through major online banking platform (Fiserv) upgrade with heavy emphasis on improving “out-of-the-box” features.
- Collaborate with Business Analysts to analyze task flows and business rules of complex small business delegated account management.

**Wells Fargo, San Francisco, CA**

Jan 2008 - (intermittently) - Jun 2013

Senior Interaction Designer

- Help launch digital experience of new American Express card and associated rewards programs.
- Guide several vendors and 3rd party platforms through maze of interlocking standards and guidelines; heavy emphasis on clearing legal and compliance hurdles.
- Principal Information Architect for OptRight Payroll Solutions, a proprietary online payroll service for small businesses. Project’s massive, yearlong scope entailed working closely with business analysts’ use cases to visualize complex scenarios, conceptualizing and wire-framing over 120 unique screens.

## CONSULTING EXPERIENCE

**Tristan e. Naramore User Experience Design LLC, 10UXD.COM, Mill Valley, CA**

Owner, since 2001

- Clients: Tower369 (specialized web hosting), Etage (creative branding agency), Cetera (client services for independent wealth advisors), 511.org (major site re-architecture for responsive design of SF Bay Area real-time transit and traffic information), DATA180 (faculty tenure management platform for academia), PurplePatch Fitness (personalized online triathlete training and performance tracking).
- Provide the foundation for effective and satisfying user experiences by transforming a deep understanding of user goals, motivations and behavior into a user experience strategy that improves business outcomes.
- Work with lines of business and key stakeholders to develop effectively scoped project plans.
- Develop task models, user stories, task flows, sitemaps, wireframes, prototypes, and functional requirements that clearly lay out the interactive aspects of web sites and apps.
- Employ usability testing—from prototypes to functional software—to ensure products are properly validated with real end users before committing to expensive development.

## ADDITIONAL COMPANIES & CLIENTS

**TRISTAN E. NARAMORE**

**Geary Interactive**, San Francisco, CA  
**Sequence, LLC**, San Francisco, CA  
**Advancing Ideas, LLC**, San Francisco, CA  
**Studio Asterisk**, San Francisco, CA  
**Aaron Marcus + Associates**, Berkeley, CA  
**Golightly Online, Inc**, Mill Valley, CA  
**Identrust (Formerly Efinance)**, San Francisco, CA  
**Icrossing (Formerly Proxicom)**, Sausalito, CA  
**Graffica Multimedia, Inc**, San Mateo, CA  
**Ikonic, Inc**, San Francisco, CA  
**Marigold Digital & GoMillValley.com (as Creative Director)**, San Rafael, CA

## **EDUCATION**

**UC Santa Cruz - 1991**

Film • Video, Theatre Arts • Electronic Music

References gladly provided upon request.

Thank you for your consideration!