TRISTAN E. NARAMORE

Mill Valley CA 94941 | 1.415.867.4190 | tristan.naramore@gmail.com | www.linkedin.com/in/10uxd

USER EXPERIENCE DESIGNER

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

CORE COMPETENCIES

Interaction Design | Information Architecture | Requirements Analysis | Workflow Analysis
Usability Testing | ABX | Testing | Wireframing | Rapid Prototyping
Functional Spec and Style Guide Authoring | Visual Design | Accessibility-compliant Front-end Coding
Content Strategy | SEO

TECHNICAL SKILLS

Figma | Design Systems | OmniGraffle | Invision | Sketch | Abstract | Miro | ZeroHeight | Axure | iRise
SiteCatalyst | Google Analytics | UserZoom | UserTesting | Photoshop | Illustrator | Dreamweaver
HTML5 | CSS | JavaScript | Agile | Scrum | RUP | TFS | Confluence | SharePoint | Jira | Rally

EXPERIENCE

Ancestry.Com, San Francisco, CA   **2015 - 2024**
Lead UX Designer, 2018 - 2024
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 large-scale, multi-year effort to implement and evolve a de novo Design System, "Redwood", loosely federated across a dozen product teams to increase consistency, time-to-market, accessibility, and overall aesthetics.
- Products include: templates and interactive maps for DNA Story; sitewide navigation systems; chromosome browser; rich content experience for underserved populations (African American).
- Duties include: data visualization, end-to-end responsive design specs, interactive prototypes, user testing/interviews, accessible color and typography reviews, evangelize and train designers and coders on design system usage, mentoring junior designers, sysadmin design and collaboration tools and their users (Figma, ZeroHeight, Abstract, Miro), estimate financial impact of tools and recommend cost-cutting solutions.
- ADVENT SOFTWARE (A DIVISION OF SS&C).

Senior Interaction Designer, San Francisco, CA, 2015 - 2018

- Heavy emphasis on 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.
- Contributor and editor of design system ("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.

Bank of The West (Contract Through Advantis Global), San Francisco, CA   **2013 - 2014**
Lead Interaction Designer
- Guide nascent UX team through major online banking platform (Fiserv) upgrade with heavy emphasis on improving "out-of-the-box" features.
- Deep task flow and business rules analyses of complex small business delegated account management.

Wells Fargo (Contract Through Insight Global), San Francisco, CA   **2013 - 2013**
Lead Interaction Designer
- Help launch digital experience of new American Express card and associated rewards programs.
- Guided several vendors and 3rd party platforms through maze of interlocking standards and guidelines, with heavy emphasis on clearing legal and compliance hurdles.

Charles Schwab, San Francisco, CA   **2011 - 2013**
Senior User Experience Architect
- Develop engaging and educational content experiences for www.schwab.com retail marketing, with a focus on retirement income, active trading, global trading, novice investing.
- Re-architect 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.

Geary Interactive, San Francisco, CA   **2009 - 2010**
Senior Information Architect
- Simplified and rationalized taxonomical tagging structure for a sales enablement portal for NetApp.
- Architected corporate site redesign for 8x8, a VoIP phone provider serving the SMB segment.

ADDITIONAL RELEVANT EXPERIENCE

Wells Fargo (Contract Through Randstad), San Francisco, CA
Senior Information Architect

Sequence, LLC, San Francisco, CA
Information Architect

Advancing Ideas, LLC, San Francisco, CA
Senior Designer / Analyst

Studio Asterisk, San Francisco, CA
Senior Information Architect

Aaron Marcus + Associates, Berkeley, CA
Senior Designer / Analyst

Proxicom, Inc, San Francisco, CA
Information Architect

Golightly Online, Inc, Mill Valley, CA
Information Architect

Identrust (Formerly Efinance), San Francisco, CA
User Interface Designer

Icrossing (Formerly Proxicom), Sausalito, CA
Senior User Interface Designer
Online Production Engineer

Graffica Multimedia, Inc, San Mateo, CA
Web Designer

Ikonic, Inc, San Francisco, CA
Online Production Engineer

Marigold Digital, San Rafael, CA
Creative Director

CONSULTING

Tristan e. Naramore user experience design [10UXD], Mill Valley, CA
- Recent clients include: 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 quick-and-dirty conference rooms using paper prototypes to full-fledged labs with fully functional software - to ensure that designs are properly validated with real end users and consistent with expected behavioral models.

EDUCATION

UC Santa Cruz
Film | Video, Theatre Arts, Electronic Music