

TRISTAN E. NARAMORE

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Portfolio: 10uxd.com

PRODUCT DESIGNER

Product/User Experience/UX 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 • Visual Design/Data Visualization • Information Architecture • Rapid Prototyping
Usability Testing • Requirements Analysis • Workflow Analysis • Wireframing
Functional Spec and Style Guide Authoring • Accessibility

TECHNICAL SKILLS

DESIGN: Figma & Design Systems • Invision • Sketch • Photoshop • Abstract • ZeroHeight
ANALYTICS: Tableau • SiteCatalyst • Google Analytics • UserZoom • UserTesting
CODING: StoryBook • HTML5 • CSS • JavaScript
PM: Confluence • SharePoint • Jira • Rally

FTE EXPERIENCE

Ancestry.com, San Francisco, CA

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 large-scale, multi-year effort to implement and evolve a *de novo* Design System called “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 SS&C, San Francisco, CA,

Jan 2015 - Sep 2018

Senior Interaction Designer

- 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.

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- 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 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.

CONTRACTING

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 data visualization design system optimized for Tableau reporting dashboards.
- Used by health insurance companies to support Utilization Management for prior authorizations.

Zebra Technologies, Lincolnshire, IL (Remote)

Sep - Dec 2024

Lead UX Designer

- Ideation, rapid prototyping, and visual design for on-device communication suite.
- Used by millions of workers in retail, healthcare, manufacturing, and hospitality.

Bank of The West, 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.
- Deep task flow and business rules analyses of complex small business delegated account management.

Wells Fargo, San Francisco, CA

(intermittently) Jan 2008 - Jun 2013

Senior 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.
- 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.

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CONSULTING

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

Owner

- Past clients include: Tower369, Etage, 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.

ADDITIONAL COMPANIES & CLIENTS

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, Creative Director San Rafael, CA

EDUCATION

UC Santa Cruz

Film • Video, Theatre Arts, Electronic Music

References gladly provided upon request.