

TESS WOOD

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ABOUT

UX designer with strong communication and user-centric problem-solving abilities.

As the former sole proprietor of a custom doughnut company, understands the power of the customer journey: from experiencing marketing efforts to delivering on expectations.

Executes creative and empathetic user experience design solutions by leveraging aesthetic sensibilities, entrepreneurial experience, and problem-solving skills.

SKILLS & TOOLS

- Card sorting
- Copywriting
- Wireframes
- User flow mapping
- Prototyping
- Personas
- User testing
- Branding
- Brand Strategy
- Figma
- Sketch
- InVision
- Miro
- Canva

UX DESIGN PROJECTS

UX Designer - BLACKHYVE - Figma, Miro

2021

- Redesigned the construction project management software's proprietary Resource Calculator to better illustrate algorithm's output
- Provided 80% more context and information to build user understanding of the product, demonstrate value and introduce business-driving CTA

UI Designer - Perfect Properties - Figma, Miro, Canva

2021

- Created mood boards, style guides, UI elements, and branding guidelines consistent with the provided personas and project brief
- Prioritizing user efficiency, designed: quick-view of pertinent info, detailed specs sheets and comparison abilities, and tools for building user knowledge of the homebuying experience

UX Designer - Buoy - Figma, OptimalWorkshop, Google Surveys, Sketch, InVision, Miro, Canva

2020-
2021

- Employed human-centered Design Thinking process and all UX methodology
- Designed mobile-first app with several rounds of peer reviews, usability testing, and feedback for iterative schemas

RELEVANT EXPERIENCE

Manager - Rockford Coffee Roasters

2021-
present

- Working directly with shop owners, trained and led a staff of 12 baristas
- Developed and implemented several initiatives such as bringing operations up to 100% compliance with Health Code
- Created a robust employee handbook detailing standards of operation for use in training and as official reference

Founder and President - Bad Doughnut, a small-batch, custom doughnut company

2015-
2021

- Executed and maintained an average 62% profit margin business
 - Sole social and marketing content creator, branding director, accountant, R&D, baker, and outreach coordinator
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- Assistant Alpine Race Coach** - Jackson Hole Ski & Snowboard Club **2010-2019**
 - Formulated and executed training and competition programming, qualifying 24 out of 34 athletes for regional championships and ensuring 89% athlete retention for the following JHSC season
- Digital Marketing Director** - The Liquor Store **2011-2014**
 - Management and content creator for all social platforms and weekly newsletter, updated promotional products on TLS website
 - Collaborated directly with the owner, web developer, and in-house sommelier

FREELANCE WRITING

- Published Dec 2018 and Oct 2019 in SKI magazine.
- Series contributor to Teton Gravity Research online, readership up to 49.5K per article
- A 2010-2011 Nike Field Reporter; 12 Nike-published blog posts, photo essays and 1 article picked up ESPN Women online
- Grew page visits by up to 53% as digital and branding management consultant for Guided Discovery, a MT-based flyfishing business and The Mountain House, an Adirondacks vacation rental

EDUCATION

User Experience Design certificate, CareerFoundry 2021
10-month, ZFU certified UX online immersion course

StartUp Institute, University of WY 2015
Intensive entrepreneurial program in connection with the University of Wyoming

Harvard University, BA in Visual and Environmental Studies, 2010

