

Tanya Adam-Houser

Visual & UX Designer

Contact

-  Remote, US
-  (512) 748-2683
-  tanyaadamhouserms@gmail.com
-  tanyaadamhouser.com/
-  linkedin.com/in/tanya-nascimento/

Skills

-  End-to-end product design
-  Design systems and reusable components
-  Responsive and accessible design
-  User journeys and flows
-  Prototyping
-  User research and discovery
-  Interaction design
-  Data-informed user experience
-  Information architecture

Tools

-  Figma
-  Claude Code
-  Sketch
-  Adobe Creative Suite
-  Optimizely
-  Jira
-  Tableau
-  Notion
-  Asana
-  Miro

Certifications

- UX Foundations: Style Guides and Design Systems**
LinkedIn Learning
- User Experience Professional Certification**
Designation/Flatiron

Summary

I bring clarity to ambiguous business requirements, turning competing stakeholder needs into design decisions that move metrics. I find the constraints that let components stretch across products, roles, and platforms, so one build serves multiple contexts. I've turned stakeholder skepticism into roadmap items, partnered with engineering to resolve technical constraints before they became blockers, and shipped work that serves 27.6 million annual visitors.

Experience

- Visual and UX Designer II**
American Medical Association

Chicago, IL (Hybrid)
March 2022 - Present

 - Led end-to-end UX and UI for enterprise digital products in 3-week agile sprints, delivering user flows, wireframes, prototypes, and mockups alongside Product Management and Engineering, increasing membership conversions by 8% and subscriptions by 84% year over year.
 - Evolved a design system in Figma by migrating 14 legacy components and creating 23 new components using variables and atomic design principles, driving cross-product consistency and reducing design-to-dev friction across 6 digital products.
 - Influenced product strategy and engineering roadmaps by partnering with developers, product managers, and QA to resolve technical constraints and align on acceptance criteria, transforming a small feature request into a single sign-on redesign that serves 540,573 authenticated users annually with 100% task completion.
 - Conducted quantitative research using A/B tests, heat maps, and data visualizations to validate design decisions and optimize component performance, including a hero redesign that achieved a 500% increase in click-through rate and a gating mechanism with an 8.53% conversion rate.
 - Cut through competing stakeholder requirements from five teams to design a universal footer component for all MMX-owned products, reducing redundant development hours and driving 81 subscriptions within five days of launch.
- Contract UX/UI Designer**
Bold Metrics

San Francisco, CA (Remote)
April 2021 - October 2021

 - Redesigned the Smart Size Chart experience to account for six inventory scenarios, improving clarity around recommended and out-of-stock sizes.
 - Conducted competitor analysis and guerrilla testing to identify usability issues, then iterated on user flows and interface states to better support user decision-making.
- Freelance UX and Visual Designer**
Various Clients

Chicago, IL (Remote)
September 2019 - February 2023

 - Designed and built WordPress/Elementor campaign sites for Justice Democrats, supporting two winning congressional races. Created an anchor menu for issues pages and ActBlue donation flows that streamlined grassroots fundraising.
 - Defined information architecture and designed responsive websites for media, civic, and career platform clients including New Moon Films and Yolobe.

Education

- Master of Science in Marketing, Information Systems Concentration**
Loyola University Chicago
Chicago IL
May 2024
- Bachelor of Arts in International Studies, Anthropology Concentration**
University of North Carolina, Charlotte
Charlotte, NC
May 2014