

TINA RADFORD

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I'm a New York-based product designer with five years of experience in visual storytelling. My background in television has prepared me to learn fast, be scrappy, and communicate with an audience using the power of visual design.

EXPERIENCE

Associate Product Designer | Pumpkin Pet Insurance | *October 2022 - present*

Worked on the growth team to improve and evolve customer-facing experiences. Worked on every step of the growth funnel from DTC marketing materials to the purchase flow experience. Shipped multiple features and pages including the website navigation component, blog tagging architecture, new company pages, and checkout flow modules.

Freelance Product Designer | Searchblox | *May 2022 - June 2022*

Collaborated with two designers over a 3 week sprint to design a white-label enterprise search product. Delivered a fully responsive, high-fidelity interactive prototype with detailed appendix and research materials.

UX/UI Design Immersive Student | General Assembly | *April 2022 - June 2022*

Full-time immersive student in the User Experience Design program that included over 480 hours of professional training over twelve weeks. Utilized a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations.

Art and Visuals Coordinator | The Daily Show with Trevor Noah | *January 2021 - April 2022*

Worked with segment directors to translate their vision from script to screen through set and prop design. Sourced and created props for all package shoots and in-studio segments. Coordinated set decoration for all in-house and on-location package shoots. Managed production assistants on large scale set builds.

Art Production Assistant | The Daily Show with Trevor Noah | *January 2019 - January 2021*

Assisted in the production of scripted and non-scripted packages. Coordinated script distribution for daily studio show, managed daily activities for production interns, and wrangled interviewees for man-on-the-street segments in high pressure environments.

EDUCATION

B.S. in Marine Science and Geoscience | University of Miami | *Completed 2019*

Graduated Magna Cum Laude (GPA 3.92) with minors in Biology and Communication Studies

SKILLS

UX Design, UI Design, User Flows, Sketching, Wireframing, Prototyping, Comparative and Competitive Business Analysis, User Research, Interviewing, Survey creation, Usability Testing, Affinity Mapping, Information Architecture, Content Inventory, Site Mapping, Data Visualization, Presentation, Storytelling, Production Design, Art Direction, Fabrication, Digital Design, Basic HTML, CSS

TOOLS

Figma
Adobe Suite
Framer
Wordpress
Maze, Optimal Workshop
Userlytics
Fullstory
Notion, Miro
Google Suite