



tina radford

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www.tinaradford.design

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I am a production designer turned product designer with a passion for 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.

skills

Product Design
User Research
Copy Writing
Brand Design
UX Writing
Wireframing
Usability Testing
Presentation
Art Direction

tools

Figma
Miro
Framer, Wordpress
HTML, CSS
Adobe Creative Suite
Userlytics, Maze

experience

Associate Product Designer

Pumpkin Oct 2022 - Oct 2023

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

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 Design Immersive Student

General Assembly Completed June 2022

Full-time immersive student in General Assembly's User Experience Design program which 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 Mar 2021 - Mar 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 Department Production Assistant

The Daily Show with Trevor Noah Jan 2019 - Mar 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 May 2019

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