

Tanya Adam-Houser

UX Designer

Freelance/Contract Remote, US clients only | 512-748-2683 | tanyaadamhouserms@gmail.com | [Portfolio](#) | [LinkedIn](#)

Summary

UX Designer with over six years of experience creating intuitive, visually compelling, user-centered digital experiences. Expert in the full design process from concept to post-launch, including user research, wireframing, prototyping, and high-fidelity mockups, developer handoff, and UAT. Skilled at collaborating with product managers, business stakeholders and developers to translate requirements into clear, functional designs. Builds and maintains design systems and component libraries that ensure visual consistency across products.

Experience

Visual and UX Designer II	Chicago, IL (Hybrid)
American Medical Association	March 2022 - Present

- Collaborated closely with cross-functional teams to create intuitive, user-friendly designs across 8 digital products ensuring responsive layouts and accessibility across all web screens in 3-week agile sprints, contributing to a 93% user engagement rate and a 49% increase in click-through rates.
- Conducted user research through competitive analysis, A/B testing and heat-map analysis to inform iterative design decisions and improve the user experience.
- Created flowcharts, wireframes, prototypes, high-fidelity mockups and design documentation in Figma to visually communicate design concepts from initial concept through final handoff.
- Iterated on designs based on feedback from team members, business stakeholders, and users, achieving measurable outcomes including a 500% CTR increase on the redesigned hero block and an 8.53% conversion rate on the updated gating mechanism across 129 article pages.
- Led design system operations by migrating the team from Sketch to Figma, building a scalable component library used across product and web surfaces, and mentoring two junior designers.
- Designed executive presentation decks for director-level leadership presenting to the board, ensuring visual alignment with product messaging and brand identity.
- Presented design proposals and UX recommendations directly to VPs, translating research and usability findings into clear, decision-ready narratives.
- Integrated AI tools (Green PT, Gemini, Kimi, Cursor, Figma Make) into the design workflow for rapid prototyping, realistic placeholder content, conceptualizing work, automated layer naming, and design system documentation.
- Served as sole product designer for the USAN application portal, a complex, greenfield web application used by pharmaceutical companies to navigate official drug naming workflows; architected intuitive information architecture, multi-role user workflows, and conditional logic to replace fragmented manual processes.

Contract UX/UI Designer	Chicago, IL (Remote)
Bold Metrics	April 2021 – October 2021

- Conducted competitor analysis and guerrilla usability testing to identify discoverability issues, then iterated on flows and interface states to improve the user experience.

- Redesigned the Smart Size Chart experience to account for six inventory scenarios, improving clarity around recommended and out-of-stock sizes.
- Produced marketing and branding assets for the homepage using Figma and Adobe After Effects, supporting promotional initiatives with visually compelling, brand-aligned design.

Freelance UX and Visual Designer

Chicago, IL (Remote)

Various Clients

September 2019 - Present

- Designed websites and digital experiences for political, media, and civic clients including Ja'mal Green for Mayor, Justice Democrats, New Moon Films, and Ballot Ready.
- Defined information architecture, built responsive websites, and implemented HTML/CSS improvements that strengthened navigation, messaging, and engagement.
- Managed multiple concurrent client projects across different industries, adapting quickly to shifting priorities while delivering independently.

Education

Master of Science in Marketing, Information Systems Concentration

Chicago, IL

Loyola University Chicago

May 2024

User Experience Professional Certification

Chicago, IL

Designation/Flatiron

May 2020

Bachelor of Arts in International Studies, Anthropology Concentration

Charlotte, NC

University of North Carolina, Charlotte

May 2014

Skills

End-to-end UX/UI design, user-centered design principles, user research and usability testing, wireframes, prototyping, and high-fidelity mockups, design systems and component libraries, token libraries, collaboration with product managers and developers, interaction design, information architecture, responsive and accessible design (WCAG), data-informed UX, stakeholder communication, typography, layout, and visual consistency

Tools

Figma (shared libraries, plugins, design system components, variables), Figma Make, GreenPT, Gemini, Kimi, Cursor, Claude Code, Adobe Creative Cloud, Adobe After Effects, Sketch, Figjam, Quantum Metrics, Optimizely, Tableau, Jira, Asana, Miro