Tanya Adam-Houser

Product Designer

Between Raleigh, NC and Ottawa, ON | (512) 748-2683 | Email: tanyaadamhouserms@gmail.com
Portfolio: https://tanyaadamhouser.com/ | Linkedin: https://www.linkedin.com/in/tanya-nascimento/

Summary

Enterprise product designer with over six years of experience in turning small requests into scalable solutions adopted across teams and products. Specialist in designing systems that are easy to understand and easy to build. Accomplishments in improving engagement, conversion, and usability, with measurable outcomes including a 500% click-through-rate increase and a 29% reduction in drug name approval time.

Experience

American Medical Association - *Visual & UX Designer II*

Chicago, Il (Hybrid) | March 2022 - August 2026

- Designed across 8 digital products in 3-week agile sprints, contributing to a 93% user engagement rate and a 49% increase in click-through rates.
- Led the enterprise site footer redesign, a simple update request that became a flexible atomic design pattern adopted across 5 AMA products, achieving 93% engagement.
- Standardized the SSO product through a full redesign, a small feature request that became a UI standard, helping to achieve 100% login completion across 135,377 sessions.
- Designed the USAN Web Portal, consolidating 6 Word forms and Excel spreadsheets into one secure web app for 5 user roles, cutting drug name approval time by 29%.
- Iterated on the hero block and article gating mechanism based on A/B testing, achieving a 500% CTR increase and an 8.53% conversion rate across 129 article pages.
- Led design system operations by migrating the team from Sketch to Figma, co-building a scalable component library, and mentoring two junior designers.

Ja'mal Green for Mayor - *Contract Web Designer*

Chicago, Il | November 2022 - February 2023

- Designed and developed the campaign website to drive donations and voter turnout, generating approximately 300 volunteer sign-ups.

Bold Metrics - *Contract UX/UI Designer*

San Francisco, Ca (Remote) | April 2021 - October 2021

- Redesigned the Smart Size Chart mobile-first to account for six inventory scenarios, improving clarity around recommended and out-of-stock sizes for e-commerce shoppers.
- Conducted competitor analysis and guerrilla usability testing, then iterated on flows and interface states to resolve discoverability issues.

Justice Democrats - *Web Designer*

Knoxville, Tn (Remote) | December 2020 - March 2022

- Designed and updated 6 congressional candidates' websites on WordPress and Squarespace, including Jessica Cisneros, Summer Lee, Ilhan Omar, and Jamaal Bowman contributing to 3 winning campaigns.
- Built reusable WordPress components to standardize design across candidate sites, reducing per-site build time and ensuring quicker builds and turn around time.

Ballot Ready - *Contract Quantitative Researcher*

Chicago, Il (Remote) | August 2020 - November 2020

- Conducted data analysis on U.S. elections and governments, contributing to a voter information database with 35M+ users.

New Moon Films - Contract UX Designer

Los Angeles, Ca (Remote) | April 2020 - July 2020

- Defined the information architecture for New Moon Films' website and collaborated with other designers to design the site in Sketch before building it in Squarespace.

Education

Loyola University Chicago - *MS in Marketing & Information Systems*

Chicago,Il | May 2024

Designation/Flatiron - *UX Professional Certification*

Chicago,Il | March 2020

University of North Carolina - *BA in International Studies*

Charlotte, Nc | May 2014

Skills

UX Design

Wireframing, prototyping, high-fidelity mockups, interaction design, information architecture, responsive & accessible design (WCAG), Design systems, component libraries, token libraries, design system migration

User Research

User research, usability testing, A/B testing, competitor analysis, heat-map analysis

Soft

Cross-functional collaboration with PMs, developers, and stakeholders, developer handoff, mentoring

Tools

Figma (shared libraries, plugins, design system components, variables), Figma Make, GreenPT, Gemini, Kimi, Cursor, Claude Code, Adobe Creative Suite, After Effects, Framer, Sketch, Figjam, Quantum Metrics, Optimizely, Tableau, Jira, Asana, Drupal, Wordpress, Webflow, Service Now