

Tanya Adam-Houser

Product Designer

PROFILE

Strategic product designer with 5+ years of experience driving UX improvements and conversion rate optimization (3% avg YoY increase). Expertise in Figma-powered design systems, accessibility-first workflows, and cross-functional collaboration. Combines quantitative research with agile processes to solve complex interaction challenges. Strengths include WCAG compliance implementation and mentoring junior designers in component-driven workflows. Adept at balancing user needs with technical constraints.

EXPERIENCE

Visual & UX Designer II | 03/2022 - Present
AMERICAN MEDICAL ASSOCIATION

- ◇ Designed & implemented 15+ reusable Figma components using auto-layout and variables, reducing design system maintenance effort while improving cross-team consistency.
- ◇ Developed a comprehensive design system documentation that improved onboarding efficiency for new designers by 50%, ensuring consistency across all projects.
- ◇ Created interactive prototypes for new features, enabling stakeholders to visualize concepts early in the process, which reduced revision cycles.
- ◇ Spearheaded a design critique program that fostered a culture of feedback, enhancing the overall quality of design outputs and team collaboration.

Web Designer | 11/2022 - 02/2023
JA'MAL GREEN FOR MAYOR

- ◇ Designed and developed a campaign website in Figma and then Webflow respectively for Ja'mal Green in his race for mayor of Chicago in 2023 leading to him capturing 2.2% of the total vote and raising \$348,000 in donations.

CONTACT

Phone

+1 512 748 2683

Email

tdonasci@gmail.com

Portfolio

<https://tanyanascimento.com/>

SOCIAL



/tanya-nascimento



/tnascimentodesigns



@intlgossip

EDUCATION

Masters of Science,
Marketing - Digital
Analytics Concentration
Loyola University Chicago
2022-2024

Bachelor of Arts,
International Studies
University of North
Carolina
2010-2014

Certificate, UX Design
Flatiron/Designation
2019-2020

Tanya Adam-Houser

UX Design & Analysis

EXPERIENCE CONTINUED

- ◊ Tested elements such as color contrast, keyboard navigation, and speech reading of the website to ensure Ja'mal met AA standards to follow WCAG guidelines.

Web Designer | 12/2020 - 03/2022

JUSTICE DEMOCRATS

- ◊ Updated the design of congressional candidates' websites on WordPress, increasing voter turnout, donations, and volunteer sign-ups contributing to candidate Odessa Kelly capturing 78% of Nashville's vote.
- ◊ Facilitated cross-functional workshops to align design and engineering teams, resulting in a 20% reduction in project delivery times through improved communication and collaboration.

UX/UI Designer | 04/2021 - 10/2021

BOLD METRICS

- ◊ Developed animations for their marketing website's homepage to embody branding pillars using Figma and Adobe After Effects.
- ◊ Redesigned the UI of the smart Size Chart to enhance clarity and user experience, in collaboration with engineering and marketing teams.

Quantitative Researcher | 08/2020 - 11/2020

BALLOT READY

- ◊ Conducted data analysis on U.S. elections & governments, contributing to a database with 35M+ users.
- ◊ Used quantitative research methodologies to gather and synthesize complex political data, enhancing user engagement tools

UX Designer | 04/2020 - 07/2020

NEW MOON FILMS

- ◊ Determined the information architecture for New Moon Film's website to guide the redesign process and to help organize their website's content.

TECHNICAL SKILLS

Design: Figma, Sketch, Adobe Creative Suite, Zeplin

Project Mgmt: Jira, Asana, Trello, Airtable

Analytics: Optimizely, Quantum Metrics, Tableau, Power BI, Google Analytics, Lookerstudio

Development: HTML, CSS, C#, SQL

CMS: Drupal, Webflow, Framer, WordPress

Other: Salesforce, MS Suite, Google Workplace

User Research: Zoom, Teams, Lucid Chart, Miro, UserTesting

AI Tools: ChatGPT, Perplexity and Claude

EXPERTISE

UX/UI Design



Systems Design



Agile Methodologies



Information Architecture



Information Design

