



Tamara Wiesen

Over 10 years of experience in UI/UX design for mobile and web
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CURRENTLY

PayPal, Senior UX Designer March 2017 – Present

Involved in the planning, strategy, UX, design, and testing for multiple products across web and mobile. Work closely with product, engineering, and research throughout all stages of design and build. Led a discovery team to investigate new financial needspaces, planned and led design sprints to explore potential new products and features.

EDUCATION

Barnard College, Columbia University, NY, NY

Bachelor of Arts, Recipient Phi Beta Kappa, 2005 Summa Cum Laude, Major: History

Parsons School of Design, New York, NY

College Graphic Design Intensive, Summer 2001, Summer 2000

PAST EXPERIENCE

FeeX, Product Designer Feb 2014 – Mar 2017

Designed and launched www.feex.com, responsible for UI/UX for entire website. Work with product, tech, research, marketing, support, and business development to continuously improve the product. Nominated for a 2015 Webby in the Financial Services/Banking category.

TechLaced Design, Owner Sept 2010 – Feb 2014

Freelance design company focused on web and mobile design with a strong emphasis on clean and focused UI. Clients from all industries, including education, entertainment, travel, and media. Products for a variety of platforms including iPad, iPhone, Android, BlackBerry, web applications, Facebook applications, and websites.

The Week Magazine, New York, Online Art Director Mar 2009 – Apr 2011

Redesigned and relaunched the Week's current website. Responsible for UI, concepting, templating, design, html&css, including integrating with a new CMS platform. Responsible for overall site maintenance and improvement, building out new sections and site features.

New York Daily News, New York, Senior Designer Aug 2007 – Mar 2009

Responsibilities include working with the design director on overall aesthetic for the main site, designing and building special sections, concepting and designing microsites, compiling advertising proposals, as well as general day to day site maintenance.

BlackBook Magazine, New York, Senior Designer May 2005 – Aug 2007

Responsibilities include redesigning the BlackBook site, working with programmers to configure the CMS platform, branding the magazine's presence online. Worked as a liaison between the web content manager and the editorial department, worked with advertising to create marketing and promotional campaigns for advertisers.

FREELANCE CLIENTS

BusWhere Track your school

bus / **PeerStreet Capital**

Crowdfunded real estate /

TheList Reservations for
nightclubs / **Get Taxi** Mobile
taxi ordering application /

Stagedom Live experience
social application / **Paltalk**

Video chat platform / **Syntomo**

Mobile email application /

Barbajoo Comparison online
food delivery / **EvenVoice**

Feedback app for brands /

ReplyAll Social conversation
site / **2tor** Higher learning iPad
platform / **SuperGlued** Concert

events network / **Corcoran** New
York Real Estate / **The CW**

Network TV network / **Fashion**

Solver Designer guessing

game / **Bazaar** fashion
magazine for iPad / **Mobb**

Social reading network /

Loyalize Mobile social TV
platform / **TravelSort** Hotel
recommendation website /

Imagi Interior design mobile
applications / **Healarium** Public

health application / **Mediaite**

Media news website / **Styleite**

Fashion news website / **Focus**
on Style Fashion blog / **Oh My**

Rockness Live music concert

listings / **Oats Granola** Granola
company / **HopStop** Public

transportation & directions /

invest.io Stock Investments /

Guyism Men's interest site /

Tripology Travel Services /

Urban Hazard Caution tape

wallets / **Restaurant Girl** Food

Blogger