

# Tami McBride

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## Summary

I have been a user experience manager and designer in a variety of industries for over 12 years. Experience includes management of creative/user interface teams, user experience design, information architecture, user research, visual design, strategy and innovation, documentation development, and project management.

## Technical Expertise

AxureRP, HTML, CSS, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, MS Visio, MS Office Suite, working knowledge of JavaScript, Flash, and the Google Search Appliance

## Experience

### Sr. Interaction Designer, kbb.com

March 2008 – Present

Kelley Blue Book, Irvine, CA

- Develop and evolve the customer experience of the #1 automotive website ([www.kbb.com](http://www.kbb.com)), automotive industry web-based products and tools, which results in the best possible user experience and is in line with brand marketing and business goals and objectives.
- Work with product management to clarify and define business requirements and product strategy as they apply to the customer experience
- Participate in user research studies which includes persona development, quick user feedback studies (AKA Guerilla User Research), and formal usability testing
- Standardize, create, and maintain UX style guide and library of assets (deliverable documentation, frameworks and design pattern library)
- Train the Interaction Design Team on new tools and processes (i.e. AxureRP, IxD design pattern library)
- **Achievement Highlights:** conceptualized and designed multi-million dollar ad product for Cash for Clunkers program; launch of new homepage has increased ad impressions by nearly 60%; optimized variety of partner placements and designs to increase conversion by 30%; trained colleagues on new software and design pattern library/frameworks; and created standardized documentation deliverables

### Principal Designer/Developer

July 1998 – March 2008

Foursquare Studios, Irvine, CA

- Met with clients to define project scope, information architecture and visual design
- Managed a team of designers and developers and lead them in making creative web-based application solutions for a variety of industries (automotive, mortgage, entertainment, healthcare, insurance, real estate, fitness, financial, retail, construction, and IT)
- Manage all aspects of projects
- **Portfolio Websites:** [www.FoursquareStudios.com](http://www.FoursquareStudios.com) and [www.FoursquareStudios.com/tami-mcbride](http://www.FoursquareStudios.com/tami-mcbride)

### User Interface Manager

August 2007 – December 2007

CWIE, Tempe, AZ

- Lead user experience designer and art director for web-based applications
- Managed and mentored a team of 3 visual designers and 4 user interface developers
- Worked extensively with product experts to define user goals while maintaining business requirements
- Set up user research program for quick feedback studies
- Created standardized documentation and process to optimize interaction and deliverables with the software development team

## Creative Services Manager

May 2000 – July 2005

eBuilt, Inc/USTechnology Resources, Aliso Viejo, CA

- Worked extensively with clients, users and developers to define project information architecture, user experience and visual design
- Managed a team of designers and user interface developers
- Designed effective user-centered web applications in a variety of industries including entertainment, healthcare, retail, real estate, finance, and automotive
- Standardized process and deliverables for the user interface group
- **Achievement Highlights:** lead information architect and visual designer for a multi-lingual web application used in over 20 countries; hired, trained and mentored a small team of UI designers and developers; created processes and standardized deliverables for the brand new creative services team

## Education

### Interactive Media Design, Bachelor of Science

4/2003 – 6/2006

The Art Institute of California, Costa Mesa, CA

GPA 3.8 (Dean's List)

## Awards & Achievements

### Internet Advertising Award: Best Automobile Online Campaign

Cash 4 Clunkers Campaign on KBB.com (Ford Sponsorship)

Lead Interaction Designer

The campaign was created to raise awareness of the government-sponsored program Car Allowance Rebate System ("CARS," or popularly known as 'Cash for Clunkers') as well as Ford's fuel-efficient model lineup. Within a few clicks, we were able to provide the consumer the value of their car, whether or not the car qualified for the CARS program, as well as display vehicles that would help the consumer get the most for their trade-in (Ford and similar vehicles).

See it in action: <http://www.foursquarestudios.com/tami-mcbride/cash4clunkers.mov>

### Seller's Toolkit featuring LiveValue<sup>SM</sup> (patent pending)

Lead User Experience Designer

The tool enables the consumer to select their vehicle, enter seller's notes, set an asking price and then generates a multitude of ways to help advertise the car on high-traffic Web sites like Craigslist, Facebook, Twitter, or via your e-mail or blog.

Use it: <http://garage.kbb.com/sellers-toolkit>

Read more: [Download Overview PDF](#)

## Additional Information

Recommendations available at [www.linkedin.com/in/tamimcbride](http://www.linkedin.com/in/tamimcbride).

Screen shots and project descriptions of web-based applications are provided on my personal portfolio located at [www.foursquarestudios.com/tami-mcbride](http://www.foursquarestudios.com/tami-mcbride).