

Tamara Olson

USER EXPERIENCE DESIGNER

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SKILL SET

UX Design

Information Architecture
Rapid Prototyping
Interface Design
Visual Design
Usability Testing

Front-End Web Development

XHTML + CSS
JavaScript + jQuery
Cross-browser compatibility

UX/Design Tools

OmniGraffle
Visio
Photoshop
Illustrator
Fireworks
Flash/ActionScript
TextMate

CMS Theming

Drupal
WordPress
MovableType

Project Management

Basecamp
FogBugz
Trac

Programming

PHP/MySQL (novice)

Other Tools

Subversion
Scheme
Final Cut
Pro Tools
Office+iWork
Maya (novice)

Interests

Running
Musical theater
Cultural studies
Backpacking

EXPERIENCE

Principal, Tamara Olson Designs

Clients include:

- ▶ The Paperless Post (paperlesspost.com)
- ▶ Condé Nast Traveler (truth.travel)
- ▶ The Asia Society (asiasociety.org)
- ▶ New York University Journalism (nyunewsdoc.com)
- ▶ Danny Ross, singer-songwriter (dannyrossmusic.com)
- ▶ Abby Bernstein, ArtistShare songwriter (abbybernstein.com)
- ▶ Marcia Rock, Emmy-winning filmmaker (surrendertango.com)
- ▶ Ten Waverly Accessories (tenwaverly.com)
- ▶ Stars of Tomorrow Theatre Workshop (stars-of-tomorrow.com)
- ▶ Patricia Stotter, Emmy-winning composer (liquidarchitecture.com)
- ▶ Tara Stiles (tarastylesliving.com, redesign coming soon)
- ▶ Aug. '09: Guest lecturer, branding/design (Scripps Research Institute)

Interface Architect, Ody1

(2009 - 2010)

- ▶ Startup company building a platform for brands to launch Facebook applications. Responsible for product planning, research, project management, information architecture, design, and front-end development. Clients included kate spade, Princeton Review, Rodale, and Random House.

User Experience Lead, New York Observer

(2007 - 2009)

- ▶ Led user experience for the 2009 Observer.com redesign. Invented concept, conducted focus groups, created wireframes and Flash prototypes, authored requirements, and led the project through visual design, front-end development, and Drupal 6 integration.
- ▶ **Results:** After the launch, Observer.com experienced a 60% increase in pages per visit, a 160% increase in homepage views, and a 455% increase in time-on-site. The redesign earned a **Webby Award nomination for Best Newspaper Site** (Nytimes.com was the only other American site nominated in category).

Interactive Consultant, Corebrand

(Spring 2008)

- ▶ Designed and developed brand strategy and interactive projects for clients including ING, Toshiba, Mastercard, Citrix, and Cisco.

Interactive Creative Team Intern, Apple

(Summer 2007)

- ▶ Joined the apple.com team in Cupertino for the June 2007 redesign. Designed Quicktime page + site map, both presently live on apple.com.
- ▶ Produced independent project: a prototype for 'Digital Music 101,' a site to teach non-digital music users about iPod+iTunes. Presented to VP of Marketing; project was implemented on apple.com in Dec. 2007.

EDUCATION

Master's, Tisch School of the Arts, NYU (2008)

- ▶ Interactive Telecommunications Program (ITP), 4.0 GPA
- ▶ Parvin Shirazi scholarship for academic excellence + community service
- ▶ Thesis: invented, designed, and developed *Wanderlust*, a social networking site for backpackers (wanderlustlive.com)

Bachelor of Arts, Macalester College (2006)

- ▶ Media+Cultural Studies, *Magna Cum Laude*, Robert Byrd scholar
- ▶ Study abroad: James Cook University (Queensland, Australia)
- ▶ Honors Thesis: *Popular Representations of Jewish Identity on Primetime Television: The Case of The O.C.* (<http://bit.ly/cE9RfJ>)