tarrea tolbert

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Craft

Design —

Product design
Visual design
UI/UX design
Information architecture
Product strategy
Usability testing
Systems thinking
Design thinking
Prototyping
Design systems
Wireframing

Toolbox —

Adobe CC
Figma
Sketch
Miro
Lucid
HTML/CSS

Education

San Francisco State University
August 2017 - December 2019

B.S. Visual Communication Design

College of San Mateo
August 2014 - May 2017

Associate Degree for University Transfer

Experience

Smartsheet — Product Designer

June 2022 - Present

- Designing features for customers managing content, content review workflows, and work-related communication all in one platform
- Designed an intuitive user experience to improve DocuSign authorization within Smartsheet

Left Field Labs — User Interface Designer

February 2021 - May 2022

- Launched an immersive internal online educational learning experience for Google employees
- Transformed research data and rough ideas into strategic high-fidelity user flows, prototypes, and thoughtful experiences for pitches and product teams at Google such as Google Stadia, TensorFlow Web, and ChromeOS

Wish — Product Design Intern

September 2020 - December 2020

- Introduced a registration experience enabling merchants to create an account directly in the Wish Local mobile app
- Shipped an in-app feature to increase the merchant enrollment rate for Wish Local

Freelance — Lead Product Designer

January 2020 - September 2020

- Managed and designed mobile and website experiences from concept to implementation for two clients

Academic Technology at San Francisco State University — Product Designer

September 2019 - December 2019

- Created new design components and redesigned website pages and features for an online class syllabi management tool to improve the product's user experience
- Effectively worked in collaboration with engineers and a project manager

IBM — Visual Design Intern

June 2019 - August 2019

- Worked within an interdisciplinary team to develop a product relating to AI and the computer vision space
- Owned and led the visual design of the product's entire user interface