

Tess Gadwa

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Confident, results-driven **User Experience Designer** with over 12 years of experience in UX and product management. Deep background in dynamic, cross-platform application development. Agile/Scrum methodology preferred. Proven ability to analyze business needs, map data requirements, and manage technical teams. Comfortable developing prototypes for browser and phone, with skillset to iterate changes rapidly based on testing and stakeholder feedback.

EXPERIENCE

Lotus.fm LLC. Portland, OR. December 2018 – present. *Product Architect.*

www.lotus.fm

Lotus.fm builds data-driven applications in the spaces of entertainment, philanthropy, and securities trading.

- Developed the **Lotus Chart**, a three-dimensional spreadsheet with applications for business intelligence, sales and marketing, inventory control, finance, scientific literacy, music, and entertainment.
- Developed 3D trading analytics tool, enabling evaluation of 2000+ trading symbols in seconds.
- Designed, tested, and launched **Givingmap.org** – an interactive, grant-funded nonprofit COVID-19 relief portal.
- Launched COVID-19 infographic that went viral in late 2020, with over 3 million views on organic social media.
- Conducted user research and usability testing for **Lotus.fm** Virtual Tip Jar and streaming audio player.
- Secured promotional partnerships and media opportunities.
- Website production and brand management.
- Legal, trademark, and intellectual property liaison.

Pfizer. Remote. November 2021 – November 2022. *Contract UI Designer.*

Designed screens and workflows for internal platform supporting and automating key tasks for programmers.

- Trained machine learning models to detect common design system and screen rendering errors.
- Created design patterns in collaborative Figma environment, based on core Material Design components.
- Developed visual badge system for internal team member recognition and motivation.
- Contributed to fast-paced international team, working closely with programmers, QA, and documentation roles to ensure accessibility, usability, and value added for new features and proposed changes.
- UX and Accessibility Audit for internal web-based platform automating security and network administration.

Daimler Trucks North America. Portland, OR. February 2020 – April 2020. *Contract User Experience Designer.*

Designed, tested, and iteratively refined new functionality for innovative electrical engineering configuration workflow software in close collaboration with technical and product team.

Five Spaces LLC. Portland, OR. December 2017 – April 2019. *Product Manager.*

www.beerious.us

Delivered prototyping, UX design, and project management services to pre-seed blockchain/social media startup.

- Released **Beerious?** beer event discovery app utilizing social media aggregation and GPS technologies.
- Drafted budget, functional specifications, and planning documents for investors and team.
- Executed online market research, user testing, and user surveys.
- Implemented a phased development approach, taking product from MVP to national launch and beyond.
- Maintained online media presence across social media, website, and apps for iOS and Android.

Yes Exactly, Inc. Greenfield, MA. January 2011 – October 2017. *CEO and Founder.*

www.yesexactly.com

Yes Exactly specializes in e-commerce, web + app development, and managed hosting for a national client base.

- Led designer/developer teams for rapid prototyping and implementation of bespoke client projects.
- Launched, supported, and maintained 80+ custom-designed, content-managed websites and mobile apps for creative professionals, entrepreneurs, foundations, e-commerce, media, and government sectors.
- Sold majority stake in company in October 2017.
- Highlights include:
 - **Zappen.** Product manager for cross platform visual search augmented reality app.
 - **Million Song Mixtape.** An open source streaming music and blockchain project.
 - **Valley Beer Trail.** Advertiser-sponsored event discovery mobile app for New England radio station.
 - **Deepak Chopra Dreamweaver.** Delivered total overhaul of e-commerce services for celebrity client under demanding time constraints.
 - **Billy Jean King's Eye Coach.** Mobile-friendly e-commerce site integrates tennis training video content.

DCS Creative. Greenfield, MA. September 2008 – December 2010. *Principal.*

Provided strategic marketing and web production services for clients including:

- **Freedom Riders. 2011 Webby Award Finalist: Education.** Website content, information architecture, wireframe prototypes to accompany PBS documentary film. Produced in partnership with Interactive Knowledge.
- **Footage Farm.** Integration of XML feed with Google Base API for archival film footage company.

BLUERIDGE Analytics. Charlotte, NC. March 2007 – September 2008. *Communications Manager.*

Managed public relations, print, and online communications at civil engineering tech startup.

- Executed total redesign of company website in less than two months to coincide with product release.
- Achieved 16 media placements in trade and regional business publications in one year.
- Improved SEO rank for “land development software” keyword from unranked to Top 3 Google Search Result.

Tess Gadwa, Design and Content Services. Charlotte, NC. July 2000 – September 2008. *Principal.*

Freelance journalism, interaction design, and copywriting for corporate, academic, and nonprofit clients.

The Exeter Group. Cambridge, MA. September 1998 – June 2000. *Consultant.*

Designed and prototyped web interface for flagship higher education information management software suite.

SKILLS

Fluent with Figma, Material Design, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, and XD), Sketch, GIMP, Agile Scrum, GSuite, Microsoft Office, Microsoft Teams, WordPress, Slack, Trello, Miro, Zoom, Matomo, MailChimp, Twitter, Facebook, Mastodon, and Instagram. Languages: Three.js, Python, PHP, JavaScript, CSS, SASS, HTML5, DHTML. Knowledge of MySQL, Node.js, JQuery, ReactNative, Drupal, Java, Swift, TensorFlow, and Solidity. Proficient with AWS, Docker, Xcode, SSH, SFTP, Git, GitHub, Apple Machine Learning, Sublime, Windows, Mac, iOS, Android, and Linux OS.

EDUCATION

Williams College. Williamstown, MA. Fall 1994 – Spring 1998. Bachelor of Arts, *Magna Cum Laude.*

PERSONAL

Passionate advocate of ESG investing. Foodie. Localvore. Enjoy hiking, writing, running, science fiction, and live music.