

# Tamara Olson

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## SKILL SET

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### UX Design

Information Architecture  
Rapid Prototyping  
Interface Design  
Visual Design  
Usability Testing

### Design Software

Adobe Photoshop  
Adobe InDesign  
Omnigraffle  
Microsoft Visio

### Product Management

Product Design  
Project/Team Management Skills  
Feature Roadmap Creation  
Release Planning

### Development

HTML5 + CSS3  
Javascript + jQuery  
Cross-browser Compatibility  
WordPress Development  
PHP/MySQL

### Other Tools

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

### Volunteering

iMentor Tutor (2011-present)  
Taproot Foundation (2009-2010)

### Interests

Running (NYRR)  
Musical Theater  
Cultural Studies  
Travel

## EXPERIENCE

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### Interaction Designer, Google (2010-2012)

- UX Lead for Sales Management + Reporting within the new DFP (DoubleClick for Publishers) by Google ad serving software.
- Helped to define product requirements, created complex workflows, contributed to visual design style guide, conducted usability studies with clients, and created fully functional HTML/CSS/jQuery prototypes to illustrate functionality.
- Worked closely with engineering, services, and product management on implementation to ensure optimal user experience.
- Promoted within one year of hire, received 6 peer bonuses for outstanding work.

### Principal, Tamara Olson Designs (2006-present)

- Business providing a one-stop shop for web design/development, offering interaction + visual design, front-end development, and Wordpress development.
- Clients include *The Paperless Post* (paperlesspost.com), *Condé Nast Traveler* (truth.travel), *Radio Diaries* (radiodiaries.org), The Asia Society (asiasociety.org), singer-songwriter Danny Ross (dannyyrossmusic.com), ArtistShare songwriter Abby Bernstein (abbybernstein.com), Emmy-winning filmmaker Marcia Rock (surrendertango.com), Stars of Tomorrow Theatre Workshop (stars-of-tomorrow.com), Emmy-winning composer Patricia Stotter (liquidarchitecture.com).

### 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 managed the project's development 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 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.

### Other Experience

- **Teacher/Tutor, P.S. 54 (Samuel Barnes School, Bedford-Stuyvesant)** (2006-2007)  
Worked 30 hours/week (while in graduate school) tutoring fifth grade students with reading and writing skills. Often planned lessons and taught class in teacher's absence. Planned and choreographed student holiday concert.
- **Tour Guide, Museum of the Moving Image** (2006-2007)  
Delivered education programs to students, gave gallery talks and demonstrations to the general public.
- **Exhibit Development Intern, Science Museum of Minnesota** (2006)  
Performed research, gathered and managed objects, images and media, and assisted project team for the traveling exhibit "Race."
- **Coordinator, Great Falls Young Actors Theatre Camp** (Summers 1996-2001)  
Planned activities for several week-long camps throughout the summer for children ages 5-10. Wrote and directed campers in a production for parents.

## EDUCATION

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### 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/developed *Wanderlust*, a backpacker social network

### Bachelor of Arts, Macalester College (2006)

- Media and 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>)