

Tamara Solórzano Tejeda

<http://tamarasolorzano.com>
E-mail: st.tamara@gmail.com

SUMMARY

I'm a **product designer** with front-end development skills. I'm resourceful and problem solving oriented. My goal is to design user-centered experiences in collaboration with multi-disciplinary teams in an enterprise oriented company.

WORK EXPERIENCE

Product Designer

DocuSign Inc. (eSignature and Digital Transaction Management), San Francisco, CA | **Nov 2014 - Present**
Collaborated with product and engineering teams to implement new features and enhancements for the Signing Experience, which is available in 43 languages serving 188 countries, meeting the requirements of customers and business partners.

Featured projects:

- Designed DocuSign integration for Microsoft
- Designed a responsive mobile web experience for the eSignature product
- Designed and prototyped multiple projects for testing
- Collaborated with product and engineering to implement WCAG into the eSignature product

User Experience Design and Web Developer Freelancer, San Francisco Bay Area, CA.

Front-end development and interaction design for different startups based in Silicon Valley.

- EZ Coordinator (Real Estate Transaction Manager) Jul 2013 - Mar 2014
Redesigned the look and feel of the Real Estate CRM and transaction manager to make it responsive, modern and visually cohesive. Developed wireframes and HTML+CSS pages
- dakwak (Website translation and localization technology) Sep - Oct 2013
Reviewed AI for the user dashboard and designed on-boarding experience and created user flows and HTML+CSS pages

Community Manager

Yogome Inc. (Educational Mobile Games for Kids), Mountain View, CA. May 2012 – Jun 2014
Managed advertising and communication with users through social media channels

Marketing Intern

Perzo Inc (Personal communication platform), Palo Alto, CA. Oct 2012 - Feb 2013
Analyzed competitors to inform the strategy definition of the company and set up social media profiles for the company

Social Media Marketing Manager

Click Labs (Internet marketing services), Chandigarh, India. 2011 - 2012
Coordinated 10+ social media marketing campaigns for clients in Europe and US.

Marketing Manager

SpaceIT (Technology gadgets brand), Guadalajara, Mexico. 2010 - 2011

- Coordinated brand, package and marketing materials design, as well as website design to promote products.
- Analyzed prices and products before being introduced to the Mexican market

Marketing Assistant

Compuimport (Technology international trading), Guadalajara, Mexico. 2008 - 2010

- Designed brochures, pamphlets and marketing materials and coordinated website design.
- Coordinated the participation of the company in national and regional event

EDUCATION

User Experience Design Immersive Program General Assembly - San Francisco, CA	2014
Web development Immersive program Coding Dojo Bootcamp - Mountain View, CA	2013
Web design and Internet Programming USCS - Extension Silicon Valley - Santa Clara, CA	2013
Bachelor's degree in Marketing Instituto Tecnológico de Estudios Superiores de Monterrey - Guadalajara, Mexico GPA 94, Graduated with honorable mention	2009

SKILLS

USER RESEARCH

Competitive Analysis
Usability testing

INTERACTION

Sketching
User flows
Wireframing

PROTOTYPING

Adobe Creative Suite
Sketch
Balsamiq Mockups
Invision / Proto.io

CODING

HTML + CSS
JavaScript
jQuery
PHP

LANGUAGES

Spanish
English

INTERESTS

Pottery (2015 – Present)

Sunnyvale Community Center

World Organization of the Scout Movement - Guadalajara, Mexico (1999 – 2011)

Participated in several National and International Events and assumed leadership roles at state level. Practiced different outdoors activities and camping for more than 12 years.

AIIESEC Management Internship - Chandigarh, India (2011 – 2012)

Dancing – Guadalajara, Mexico (1990 – 2003)

Trained in Classic Ballet (13 years)