# Tany Odathumparambil

UX & PRODUCT DESIGNER

## Profile

Experienced UX and Product Designer with over 10 years of industry experience. Skilled in leading creative teams to craft meaningful and intuitive user experiences. Demonstrated track record of driving product innovation and delivering valuable solutions.

## Details

otanyjoseph@gmail.com    |    (215) 403-1917    |    Philadelphia & Dallas, United States

Portfolio website: **TanyJ.com**

## Professional Experience

### Sr. UX/Product Designer, Edward Jones

August 2022 — Present

- Currently redesigning a complex tool to simplify user experience and enable multiple document creation, reducing time and clicks by over 50%.
- Contributing to design initiatives for multiple products used by millions daily.
- Developing wireframes, prototypes, and design systems for cohesive interfaces, while conducting ongoing usability testing and data analysis to enhance user experience.

### UX Designer, Thomas Jefferson University, Philadelphia, PA

January 2022 — July 2022

- Developed strategies to integrate Extended Reality (XR) into the course curriculum, enhancing student engagement and learning outcomes.
- Streamlined the university's learning management system, resulting in improved usability and course completion rates.

### Lead UX/UI Designer, Inverse Paradox, Hulmeville, PA

May 2020 — January 2022

- Collaborated with project managers and developers to ensure successful implementation of UX and UI designs, leading to increased conversion rates and user retention.
- Introduced a better design workflow, improving project efficiency and client satisfaction.

### UX Designer, Blackstone LaunchPad at Jefferson, Philadelphia, PA

September 2019 — May 2020

- Crafted and developed platforms for innovative projects and e-commerce ventures, resulting in heightened user engagement and increased product sales.

### Creative Director UI/UX, Crystal Logic, Mumbai, India

October 2018 — June 2019

- Led multiple design teams, overseeing project management and UX/UI, enhancing collaboration and project delivery.
- Established and managed the website design and development department, improving client satisfaction and project completion efficiency.

**Consultant Creative Director, Communicate India, Mumbai, India**

August 2015 — October 2018

- Provided creative direction for various clients, resulting in improved brand recognition and market share.
- Revamped user experience for client mobile applications, leading to increased app adoption and user engagement.

## Education

**Master of Science in User Experience & Interaction Design, Thomas Jefferson University, Philadelphia, PA**

**Bachelor of Engineering in Information Technology, Don Bosco Institute of Technology, Mumbai, India**

## Skills

**Design Tools**

Figma, Sketch, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign), Invision, Slickplan, Cinema 4D, Pendo

**Collaboration and Whiteboarding**

Jira, FigJam, Mural, Miro, Trello, Microsoft Whiteboard

**Web Development**

HTML, CSS, JavaScript, WordPress, Webflow

**Hard Skills**
**User Research & Analysis:**

Competitive Analysis, Surveys, Data Visualization, Interviews, Personas, Journey Mapping, Design Thinking

**Prototyping & Testing:**

Storyboarding, Site Mapping, Interaction Design, Rapid Prototyping, Usability Testing, Prototyping, Wireframing, Agile Methodologies

**Soft Skills**

Strategic Thinking, Leadership, Effective Communication, Collaboration, Innovation, Creativity, Adaptability, Teamwork, Conflict Resolution