

Tamara Solórzano Tejeda

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

SUMMARY

I am very versatile designer, who can adapt well to new environments and challenges. I can quickly come up to speed on new projects and I am able to effectively develop and maintain partnerships across the organization. I am an analytical thinker and result oriented. I enjoy breaking down complex problems into individual components and consider each one in detail.

WORK EXPERIENCE

Senior User Experience Designer

DocuSign Inc. (Electronic Signatures), San Francisco, CA

May 2017 – Present

Working with a global team of product managers and engineers responsible for developing products and services that allow DocuSign's customers to do business world-wide in the most heavily regulated markets.

Key projects:

- Lead Designer for Standard-Based Signatures, a core platform capability to allow customers meet the European eIDAS regulatory requirements.
- Lead Designer for Signing Agent, a component that allows signers use an identification certificate stored in a physical device (USB drive or smart card) to digitally sign a document.
- Lead Designer responsible for designing the end-to-end experience for Electronic Notary on Desktop and mobile apps, including notary registration, notarization request and act, and post-completion document management. Expanded the support of Electronic Notary from 1 to 11 states jurisdictions.

User Experience Designer

DocuSign Inc. (Electronic Signatures), San Francisco, CA

Nov 2014 – April 2017

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.

Key projects:

- Designed DocuSign integration for Microsoft
- 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 and email

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 branding, packaging and marketing materials design, as well as website design
- Pricing and product analysis to be introduced to the Mexican market

Marketing Assistant

Compuimport (Technology international trading), Guadalajara, Mexico

2008 - 2010

- Designed marketing materials and coordinated website design
- Coordinated company's participation in multiple national and regional events

EDUCATION

User Experience Design Immersive Program

2014

General Assembly - San Francisco, CA

Web development Immersive program

2013

Coding Dojo Bootcamp - Mountain View, CA

Web design and Internet Programming

2013

USCS - Extension Silicon Valley - Santa Clara, CA

Bachelor's degree in Marketing

2009

Instituto Tecnológico de Estudios Superiores de Monterrey - Guadalajara, Mexico

GPA 94, Graduated with honorable mention

SKILLS

USER RESEARCH

Competitive Analysis
Usability testing

INTERACTION

Sketching
User flows
Wireframing

PROTOTYPING

Adobe Creative Suite
Sketch
Invision

CODING

HTML + CSS
JavaScript
Framer

LANGUAGES

Spanish
English

INTERESTS

Pottery (2015)

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.

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

Dancing – Guadalajara, Mexico (1990 – 2003)

Trained in Classic Ballet (13 years)