

Tami Counts

tcounts@gmail.com

408.391.0549

www.design-counts.com

User Experience Leader and Product Designer

Seasoned designer with a history of producing quality work for SaaS / B2B applications and mobile experiences for high-profile enterprise corporations. Skilled in usability best practices, concept development, and user research.

EXPERIENCE

Apr 2015 – Jun 2019
(Full Time)

PowWow Inc: San Francisco, CA | Head of UX

Proven success working directly on client engagements with professional services to gathering requirements, design prototypes and present user workflows back to the customer for approval. Clients included: BNYM, BP, Delta, Fannie Mae, JPMC, and Wells Fargo.

Responsible for the complete user experience of a complex enterprise applications used by partners and clients all over the world including rapid prototyping and visual design.

Implemented standard UX research methods including, creating personas, journey mapping, gathering and evaluation of customer feedback, usability testing, surveys and interviews.

Guided the design of numerous customer implementations by a jr. designer and engineers working offshore. Managed a documentation writer by planning out assigned tasks and proof reading the work as well as writing much of the user documentation myself.

Jan 2008 – Mar 2015

Design Counts LLC: San Jose, CA | Owner

Independent consultant working solely from referrals on a variety of user experience projects for both mobile and online software applications. A few of the contracts are listed below.

Jul 2013 – Jun 2014

Renaissance Learning: Wisconsin Rapids, WI | Remote UX Design Consultant

Ensure user best practices while creating the visuals designs for a complex online application targeted to 3rd - 12th grade teachers working in the classroom. Collaborated with an internal cross-functional team to aid in developing corporate style guidelines.

Apr 2013 – Dec 2013

Agari: San Mateo, CA | UX Design Consultant

User Experience services for a SaaS / B2B email security application product enhancements involving numerous new online tools and functionality. Partnering with product management, we started with white board sessions to high fidelity click-able prototype using Axure for a lean UX iterative process.

Aug 2011 – Oct 2012

Netflix: Los Gatos, CA | Visual Design Consultant

Brought in as part of a team from Tangible UX to aid in designing an internal customer support tool used by internal Netflix agents, which included an extensive set of icons.

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Jan 2009 – Oct 2012

KANA Software: Sunnyvale, CA | UX Designer Consultant

Called in by prior co-workers to help out on a new complex feature for their next generation of SaaS enterprise software, stayed to fill in for a designer's maternity leave.

Called back numerous time to aid the customer service department in creating prototypes and visual designs for various customers' implementations including Priceline.com, Netjets, Sprint, United States Postal Service, Xerox, Sears, and British Sky Broadcasting.

Feb 2002 – Mar 2007

Knova Software (Formerly Kanisa): Cupertino, CA | Senior Designer

Enhanced and developed user interface of online SaaS enterprise application involving hundreds of screens. Collaborated on a cross-functional team involving engineering, product marketing and QA. Responsible for complete product look and feel.

Developed and documented product user interface standards and guidelines to ensure better consistency throughout the screens.

Hired and managed a design intern, overseeing all aspects of their work and designs.

Summer 1996

Walter Bernard Milton Glaser: New York, NY | Summer Design Intern

Contributed to high-profile jobs such as project redesign for Fortune and Today's Homeowner magazines, special issues of Time-Asia and Time-Europe, and title art for a motion picture.

EDUCATION

May 1997

The College of Saint Rose: Albany, NY | Bachelor Degree - Graphic Design

May 1991

Mohawk Valley Community College: Utica, NY | Associate Degree - Advertising, Design and Production, Associate Degree - Photography

VOLUNTEER

Aug 2012 – May 2019

St. Christopher School: San Jose, CA | Art Enrichment Co-Chair (3 yrs), Classroom Art Teacher (5 yrs)

Managed a parent run art program for K-6th grade, provided guidance and support for room coordinators, along with ordering and maintaining supplies while keeping within a limited budget. Planned and organized end of year art show that presents pieces from each child from the entire school, K-8th.

Teach an art lesson monthly in one assigned class room per year. Prepare and present art work from each child in the art show at the end of the year.