

Tabas Consulting, Independent Design & Product Consultant

(January 2014 - Present)

Working with clients of all business maturity levels to turn ideas into usable products through design, software and engineering thinking. Please note: Not all clients and projects are listed below.

- **American Express Digital Customer Engagement**, Senior UX Researcher (May 2015 - December 2015)
 - Directed a bi-weekly usability testing lab to evaluate multiple products/experiences across the core journeys of AmericanExpress.com, and secondary products like Live Chat, Sign Up with Amex, and Amex Express Checkout.
 - Devised and executed multiple method research plans - including focus groups, remote testing techniques, a/b testing and dedicated research labs - to deliver user insights to product teams in an agile development environment.
 - Facilitated problem framing and design brainstorming workshops to conceive new self-servicing products for Amex.
- **QuotaDeck - A Techstars Company**, Product Owner & UX Design (October 2014 - February 2015)
 - Took the (non-technical) founder's vision for a sales networking platform, created a week-over-week detailed product plan to implement a fully functional MVP, meet investor deadlines and acquire new customers.
 - Executed on that product roadmap keeping with 1-week agile sprint cycles, writing requirements, designing wireframes and UIs, managing a freelance Visual Designer & on-boarding two full-time hires.
 - Collaborated closely with development to detail data collection algorithms and write front-end stylesheets & HTML.
 - Lead quantitative & qualitative research and testing to lay the foundation for an online community based on real-world trust and reputation.
- **FassForward for Verizon**, Service Design & Research (October 2014 - April 2015)
 - Researched & conducted ethnography in 3 retail stores analyzing hurdles employees encounter to deliver customer experience. This included active participation, passive observation & interviews across job functions.
 - Wrote a full service design report with 7 themes based on my research, presented to the Executive Director of National Retail Operations at Verizon Wireless, & invited back by the VP of Customer Business Intelligence to participate in a Total Experience Workshop, deconstructing how the company can differentiate on CX internally & externally.
- **Techstars' Kaplan EdTech Accelerator**, Dedicated UX Functional Specialist & Coach (August - October 2014)

Designed an 8 week UX, Product & User Testing crash course; met with all 12 startups each week to coach them in user testing and product design.
- **Ai / MetLife**, Senior UX Designer (March - June 2014)

Collaborated with a team of designers to develop an iPad app for insurance sales in Japan. Specifically, hired to lead the analysis of the elaborate enterprise-level payment processing rules, designing a simpler checkout experience without exposing the complex business processing happening in the background.
- **Hook & Loop by Infor**, Senior UX Designer (January - March 2014)

Lead the information architecture & wireframes concepts on new marketing & B2B eCommerce websites for 2 industrial procurement clients. Additionally, developed an algorithm for faceted search of products within eCommerce & inventory.

Gust, Senior User Experience Architect

(June 2012 - January 2014)

- Worked independently and as part of the product team to plan, design and develop a large scale, total rebuild of an existing platform while maintaining an eye on the UX strategy for the future of angel investor & entrepreneur relations.
- Employed analytical problem solving to develop requirements, conceptualize solutions and collaborate with software engineers in a rigorous agile development environment in partnership with Pivotal Labs. My research reports & personas became developers' onboarding documentation to our users and domain.
- Lead, conducted and facilitated user research, usability testing and cross-company workshops to create investor & entrepreneur personas, and to build data-backed cases to ensure informed product decision making.
- Designed products for Funding Rounds, Financial Estimates, Startup Applications & Business Plans, Rating & Reviews.

Group Commerce: User Experience Design (January 2012 - May 2012)

- Researched, designed and conducted testing for an interactive workflow for the administrative platform that supported the various ways clients managed their e-commerce and daily deal programs.
- Provided project leadership for a client's major initiative to transform their deal-focused e-commerce platform to include product flash sales, shipping, and inventory management.
- Introduced and executed a research & testing cadence in sync with the engineering team's 2-week sprints.

Sycle.net: Senior Business Analyst & UI Designer (April 2008 - December 2009)

- Analyzed and designed from user stories to prototypes for a system tackling insurance claims processing, closing information gaps and overlaps from 200+ clinics nationwide with the client's company headquarters; now reaching a 94% clearance rate on claims.
- Managed relationships with a variety of clients, documenting requirements for a wide range of use cases, including accounting, scheduling, invoicing and data integration presentations & consumer websites.
- Spear-headed and led cross-company knowledge management project, developing a detailed product roadmap for the company's core software and evangelizing user-focused design principles.

Primitive Logic: Business Analyst & Human Factors Lead (August 2007 - April 2008)

- Designed a custom user interface for an enterprise document management system, collecting and assessing the user's needs, while adhering to the business objectives of the pilot project and best practices in the industry.
- Conducted user research, gathered requirements, produced wireframes, developed the cascading style sheets (CSS), and organized User Acceptance Testing (UAT), training & user-adoption materials for clients.

IBM Almaden Research Center: Technical Co-Op (Summer 2007)

- Developed the user interface & interaction requirements in a rapid-prototyping environment for the next version of the Component Business Modeling Workbench, an internal application for the Global Business Services unit.

EDUCATION

2007 UNIVERSITY of CALIFORNIA at BERKELEY

Masters in Information Management & Systems, School of Information

Management of Technology Certificate from Haas School of Business, GPA: 3.67

2005 UNIVERSITY of VIRGINIA

B.S. with Distinction, Systems & Information Engineering

Management Systems Application, GPA: 3.4

ACTIVITIES & AWARDS

ProtoHack

Product Mentor (June 15')

Consulted 8+ teams, 3 of which qualified for the Top 5, and 1 taking the grand prize.

StartupInstitute & SkillShare

Fundamentals in Design, Layout & UX

SkillShare Class Description & Teacher Reviews: bit.ly/TabasSkillShare

Agile Experience Design Meetup

User Research for Agile Teams Panelist (Mar 12')

Slide deck: slidesha.re/AgileDesign

Women 2.0

Business Plan Competition (2008)

1 of 5 Finalists of 100+ entries for ITSkillShop, an application to optimize internal staff assignments.

PUBLICATIONS

Bridging the Front Stage and Back Stage in Service System Design

Glushko, B. & L. Tabas

School of Information Paper 2007-014

Designing for Service Systems

Tabas, L.

School of Information Paper 2007-008.

Presented at the Information Services Design Conference (Mar. 2007) and at the Frontiers in Services Conference (Oct. 2007)