



TARA WALKER

www.terabyte240.com

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201 Main Street
Candia, NH
03034

EDUCATION

Plymouth State University

BFA Graphic Design and
Art History

Class of 2008

Summa Cum Laude
GPA 3.89/4.00

SKILLS

- Artificial Intelligence
 - LLM prompting
- Lean/Agile UX
- Wireframes & Workflows
- Adaptive/Responsive Design
- Figma
- Adobe CC Expert
 - Photoshop | Illustrator
 - InDesign | Dreamweaver
- Interactive Prototyping
 - Figma | InVision Studio |
 - Balsamiq
- Usability Testing
- A/B | Multivariate Testing
- E-Commerce Email design
- Mobile App UI

IN BRIEF

Agile UX and visual design leader with a holistic, user-focused approach. Clean and efficient prototype creation. Development partner and collaborative designer. My work is data-driven, focused, and keeps work flowing smoothly and on-point with testing, analytics, and research.

EXPERIENCE

- SENIOR PRODUCT DESIGNER | SOLARIA LABS | LIBERTY MUTUAL
3/22 - present, Portsmouth, NH
 - › Optimizing multi-step user flows to improve adoption and engagement of Liberty's experimental initiatives, including AI co-pilot creation
 - › Solving real human problems in Solaria's Liberty+ and artificial intelligence initiatives through rapid iteration and usability testing and research
 - › Qualitative and quantitative data analysis and metrics monitoring for B2C, B2B, and internal products to facilitate data-driven solutions
 - › Designing multiple scalable, highly strategic internal AI initiatives leveraging LLM models and systems, with a strong focus on RAG systems
 - › Mentorship and leadership of junior UX designers and rotators throughout Liberty Mutual as a whole
 - › UI design adhering to Liberty Mutual brand guidelines
- SENIOR UX DESIGNER | B2W SOFTWARE
7/15 - 3/22, Portsmouth, NH
 - › Direct structure and design of five separate software properties in an agile development environment; including B2W's flagship softwares: Estimate and Schedule
 - › Manage the UX-related work of an offshore team in Belrus, working through cultural and language barriers to keep them on-task
 - › User research and analysis, coordinating data flows, mock-ups and wireframes from the users' perspective
 - › Guide, train, and mentor junior UX designers and interns
 - › Visual and UI design, providing web graphics and brand guidelines
- UX DESIGNER | DIRECT CAPITAL CORPORATION
3/13 - 6/15, Portsmouth, NH
 - › Wireframing, information architecture, low and high fidelity mockups, workflow diagrams, sitemaps, prototypes, web analytics, user experience and A/B testing
 - › UX/UI and workflows. Responsive mobile strategy, layout, and navigation design



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EXPERIENCE | continued

› Coordinate and present to stakeholders throughout the design process about UX strategy, analysis, industry research, and user testing

› Work closely with PMs to define scope and requirements, and with developers – both full-stack and front-end – to ensure quality

● INTERACTIVE DESIGNER | KING FISH MEDIA

1/12 - 11/12, Salem, MA

› Managed multiple design projects from strategy, planning, and design through launch

› Detailed mockups for user and market research; creative direction of photo shoots and photographers

› UI design shared with multidisciplinary teams throughout all phases of the project

› Creation of interaction pattern libraries, style guides, screen layouts, color palettes, typography, user interface elements, and prototypes

● WEB DESIGNER | JABRA/HELLO DIRECT

3/10 - 1/12, Nashua, NH

› Lead design team on campaigns and campaign strategy, photography and web technologies. Site analysis via IBM Coremetrics, Google Analytics, and Cognos

› Developed microsites, landing pages, interactive banner ads and emails, wireframes, imagery and creative for website

› Brand and social media management, coding and executing social media campaigns, engaging in online dialogue with consumers through communities

● MARKETING DESIGNER | HALLMARK CARDS, INC./WILLIAM ARTHUR

2/08 - 2/09 | Kennebunk, ME

› Lead marketing, interface, and UX designer for WilliamArthur.com. Team management of web developers for e-commerce site

› Creation of printed materials for high-end publications such as Martha Stewart Weddings and InStyle Weddings

● GRAPHIC DESIGNER | MEGAPRINT, INC

1/05 - 4/07, Holderness, NH

› Large format print and pre-press production for clients such as Harvard, Yale, Princeton, and the University of California.