TARA WALKER

PRODUCT DESIGNER

Contact

www.terabyte240.com
tara@terabyte240.com
603-707-2309
Candia, NH

Skills

Product Design & Strategy
UX Strategy · Interaction Design · Complex Workflows · Information Architecture · Design System Development & Implementation · Responsive Design

AI & Emerging Technology
Human-AI Interaction · LLM Experience Design · Prompt Engineering · Human-in-the-Loop Workflows · RAG Systems · AI Prototyping

Research & Validation
User Research · Usability Testing · A/B Testing · Data Analysis · Interactive Prototyping · UX Writing

Leadership & Collaboration
Cross-functional Collaboration · Design Mentorship · Stakeholder Communication · Agile UX

Tools
Figma · Anthropic Claude · Adobe Creative Cloud · Balsamiq

Professional Summary

Senior UX/Product Designer with 13+ years of experience designing complex enterprise software and AI-powered products. Skilled in UX strategy, interaction design, and using generative AI to explore ideas, build prototypes, and refine designs. Focused on making complicated products easier to use.

Senior Experience Designer | Liberty Mutual | Solaria Labs

2/22 - 12/26, Boston, MA

› Spent nearly five years designing and improving Liberty+, an insurance-led homeownership platform recognized as the **2026 Predict & Prevent Innovator of the Year at the Global Innovation Awards.**

› Created WeatherReady for Liberty+, helping homeowners prepare for severe weather through practical guides and prevention tasks. Featured in Liberty Mutual's 2025 Purpose & Impact Report, with 42,000 participants and over 5,400 preventive actions recorded in 2025.

› Led UX design for Coverage Clarity, a homeowners insurance feature that explains policy coverage, limits, and exclusions in plain language. Ran stakeholder ideation workshops, developed interactive prototypes using Figma and AI tools, and collaborated with developers during implementation.

› Created the original Ting enrollment experience for Liberty+, connecting policyholders with free electrical fire prevention devices. The initial launch achieved a 27% enrollment rate, with 87% of delivered devices installed.

› Used research findings to improve how Liberty+ recommends contractors, replacing ad-like promotions with relevant links in homeowner guides and local contractor recommendations.

› Developed a generative UI concept during a three-day hackathon, creating personas, workflows, and interaction designs for AI-generated dashboards helping insurance underwriters research prospective clients.

Senior UX Designer | B2W Software

7/15 - 2/22, Portsmouth, NH

› Led UX design across five enterprise software products, balancing competing priorities, collaborating with cross-functional teams, and mentoring graduate-level UX interns and co-op students.

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Senior UX Designer | B2W Software
Continued

› Spearheaded UX design for B2W Schedule, creating a drag-and-drop scheduling experience to coordinate drivers, equipment, and time-sensitive material deliveries while minimizing unnecessary wait times.

› Co-developed a shared design system across five enterprise software products, designing and documenting reusable UI components to support the gradual migration from a legacy framework to Angular.

UX Designer | CIT Bank | Direct Capital
3/13 - 6/15, Portsmouth, NH

› Led UX redesign of LendEdge, transforming a paper-based lending process into a digital platform that increased application submissions by 103%, boosted funding volume by 109%, and reduced bounce rates by 14%. The platform was subsequently cited in CIT Bank's acquisition of Direct Capital.

› Designed white-labeled franchise financing experiences that connected required equipment upgrades, contractor pricing, and loan applications in a single workflow, helping franchise owners meet contractual obligations.

Additional Design Experience

› Interactive Designer — King Fish Media
› Web Designer — JABRA GN
› Marketing Designer — Hallmark

Education

Plymouth State University
BFA Graphic Design and Art History