

# TESSA FISH

UX • RESEARCH • PRODUCT DESIGN • MARKETING • BRAND

## ABOUT ME

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I grow multidisciplinary design teams who deliver engaging user experiences. I love everything from big picture strategy to the smallest of details. I have learned from experience that innovation is at the crossroads of data and creative risk-taking and that the best solutions are never permanent. I believe strategic alignment across departments and UX Research are key to customer centricity. I take pride in my team, invest in every individual, facilitate career growth, and cultivate positive team culture. I am excited and ready for new challenges.

## CAREER EXPERIENCE

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### Global Director, UX Research

Vonage | San Francisco • NYC • London • Tel Aviv | 2019 - 2020

- Built Vonage's first UX research team and delivered insights that impacted IM+ users for all products, including web/mobile apps, APIs, call centers and VR/AR.
- Defined Vonage's PAAS/SAAS/API UX research strategy based on a deep concern for the user's perspective, led to delivering customer experiences that reduced churn and increased customer acquisition, retention, revenue and LTV.
- Managed, tracked, and measured all research projects utilizing a variety of methodologies to ensure business goals were being met.
- Established a UX research process, owned budget, and cultivated relationships with Product, Marketing, Engineering, Customer Success and Sales to promote customer centric alignment and educate the company about UX research.
- Delivered customer journey and persona research utilized across the global organization to inform product strategy.
- Managed multiple UX research ICs, consultants and agencies to scale research.
- Developed UX research job architecture and levels for the HR team.

### Global Director, UX + Product Design

Vonage | San Francisco • NYC • London • Tel Aviv | 2018 - 2019

- Led a large multidisciplinary team of product designers across US, UK and Israel.
- Developed a Product Design strategy for a comprehensive ecosystem of B2B programmable communication products, including, web/mobile apps, APIs, call center, AR/VR technology, product marketing, and developer documentation.
- Built a bridge between Marketing and Product that promoted alignment and consistency in experience and brand. Art directed website and mobile site redesign.

## CONTACT

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## EDUCATION

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### Masters of Graphic Design + Digital Media

Academy of Art | 2017

### Bachelor of Arts American Studies

UC Santa Cruz | 2005

## CONTINUING EDU

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Leading Effective Teams Certificate Columbia Business School

UX Strategy & Research Workshop  
Center Center UIE

UX VP Director Course, NNG

Front End Web Dev Course, GA

## RECOGNITION

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TokBox UX Hackathon Win | 2017

Scribd Best 50 websites | 2014

Merit Art Award, Seattle U | 2001

Bank of America Art Award, CCA | 2001

## CAREER EXPERIENCE CONTINUED

- Demonstrated customer centricity by introducing UX research to the design process and partnering with other departments to create more OKR alignment.
- Defined the design process and documentation that provided the necessary structure and efficiencies for a multi-timezone team to run efficiently.
- Played a key role in rebranding Vonage from a 90's VOIP company to a modern, programmable communications industry leader.

### Design Lead, Product + Marketing + Brand

TokBox (Telefonica) | San Francisco · Madrid | 2014 - 2018

- Headed a centralized Design team of UX, UI and Visual designers responsible for product design, marketing design and brand design for the PAAS organization.
- Improved user experience for complete product ecosystem including developer documentation, dev tools, customer dashboard, and websites.
- Implemented and iterated a new design process, managed design budget and in-office contract designers, interns, and documentation writers.
- Launched company's first UX Research program in an effort to make design more data driven. This program helped increase customer retention, acquisition, revenue and LTV while reducing churn.
- Transformed the company culture to one that valued UX design and UXR as an imperative component of the Product development process.

### UI + Visual Product Designer

Scribd | San Francisco | 2013 - 2014

- Designed new features and functionality into web and mobile Scribd apps improving the ebook reading experience for 80 million global users.
- Collaborated closely with other teams including Product, Content, Engineering and Marketing to deliver consistency in brand. Mentored junior designers.
- Led the Scribd rebrand and documented brand guidelines.
- Delivered custom brand photos through coordination of a photo shoot that included booking and directing models, stylist and photographer.
- Redesigned company website, which was later featured in Time Magazine.

## REFERENCES

**Betsy Rothbart** · New Jersey  
VP of Ecommerce & Content, Vonage  
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**Benny Zuffolini** · London  
Head of Design, Zego  
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**Lauren Slattery** · SF Bay Area  
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## INTERESTS



## STRENGTHS

### Leadership + Strategy

Product Design Strategy  
Cross Dept Collaboration  
Annual + Quarterly Planning  
OKR + Goal Setting  
Project Management  
Process Definition  
Art Direction  
Team + Company Culture  
Mentoring + Career Development  
Job Architectures  
PAAS, SAAS, API technology

### User Experience

Wireframing  
User Flows  
Interaction Design  
Prototyping  
Human Centered Design  
Data Driven Design  
Content Architecture  
Design Systems

### Visual Design

UI Design  
Branding + Guidelines  
Graphic Design  
Illustration  
Marketing Design

### UX Research

Qualitative  
Quantitative  
Competitive Analysis  
Ethnography  
Surveys  
Card Sorting  
Tree-testing  
User Testing  
Customer Journeys  
Personas  
In-person/remote Interviews  
Agency Management