TESSA FISH

EXPERIENCE DESIGN | PRODUCT DESIGN | LEADERSHIP

ABOUT ME

I lead multidisciplinary design teams, solving complex problems and delivering delightful experiences at the intersection of design and technology.

I am seeking new opportunities to continue the rewarding work of crafting user-centered solutions at an organization where users are studied, curiosity is critical, collaboration is essential, learning is celebrated, and feedback is welcomed.

CAREER EXPERIENCE

Sr Director, Product Design, Digital Channels & eCommerce | Pearson Ed Tech

Full-time · 2021 - 2023 · 1 yr 7 mos · San Francisco / Remote

Accountable for the design experience of global digital channels and e-commerce sites at Pearson, the world's most extensive learning and ed tech company serving customers (B2B2C & D2C) with results of $330M+ annual revenue and about 4M+ orders globally.

Unified and directed a global design org (UX, UI, Visual, Design Systems, UX Research, Content Strategy, UX Writing, and Content Design) and restored a positive, inclusive, and collaborative team culture centered around principles of feedback and learning.

Enhanced educator, student, and practitioner user experiences and addressed Pearson's prioritized funnel of business objectives for K12, Higher Education, Lifetime Learners, and Clinical markets:

- Pearson.com: 40K+ product portfolio; it generated ~$55M in revenue and 1M+ orders just two years post-launch. Focus on: the unified product catalog, navigation, adaptive search, Learner-centric product discovery, and seamless checkout, and fraud management.
- Pearson Plus (P+): 1M+ subscriptions, 4.5M+ users, and a 45% conversion rate. Focus on: learner sign-up, navigation, product selection, checkout flows, and partner student offers.
- Pearson Clinical Assessments: 3K+ product portfolio generated $200M+ revenue and about 675K orders in just 3.5 years.

Scaled and refined the design system, meeting high accessibility standards.

Built trust and consensus when presenting work to stakeholders and executives through effective communication, increased engagement, and thoughtful storytelling.

Transformed processes to guarantee timely delivery and ensure that necessary critiques, reviews, and retrospectives occurred.

Defined career architecture roles, determined hiring needs based on capacity and future roadmap, authored job descriptions, and conducted the interview process.

Provided ongoing support, connection, and coaching to colleagues through an internal mentorship program.

CONTACT

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LinkedIn ·   www.linkedin.com/in/tessafish/

Location ·   SF Bay Area

EDUCATION

Masters, Digital & Graphic Design
Academy of Art | 2017

Bachelor of Arts, American Studies
UC Santa Cruz | 2005

CONTINUING EDUCATION

Leading Effective Teams Certificate Columbia Business School

UX Strategy & Research Workshop Center UIE

UX VP Director Course, NNG

Front End Web Dev Course, GA

RECOGNITION

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

Director, UX Research & Product Design | Vonage

Full-time · 2018 - 2020 · 2 yr 5 mos · San Francisco / Remote

Defined Product Design and UX Research strategy and prioritized roadmaps tosupport business objectives for Vonage Business Cloud Application (B2B), API products (B2B2C), Call Center technology (B2B2C), and AR/VR products.

Unified and directed a global product design org post-multi-acquisitions (Nexmo, TokBox, OpenAI) and fostered a positive, inclusive, rewarding, and collaborative team culture centered around principles of feedback and learning.

Enriched user experiecne for 1M+ users (developers, product owners, business executives, and IT/administrative staff) by delivering improved UX flows and UI interfaces for calling, messaging, meeting features, and documentation sites.

Built Vonage's first global UX Research organization bringing the user's voice to life through data insights; delivered Customer Journey and Persona research utilized across the global organization to inform product strategy.

Defined processes for a multi-timezone team to promote efficiency and quality; managed PD and UXR budgets; defined and documented job architecture, roles, and levels within the org; determined hiring needs based on capacity and future roadmap; authored job descriptions; and conducted the interview process.

Developed positive cross departmental relationships key to delivering great product experiences and rolling out a new brand across sites, products, and design systems.

Design Lead, Product Design & Brand | TokBox (Telefonica)

Full-time · 2014 - 2018 · 4 yr 3 mos · San Francisco / On Site

Headed Product Design, Brand, and Marketing Design for this global platform enabling customers to easily integrate real-time communications into their website and mobile apps.

Led a talented team of product, visual, and interaction designers responsible for user experience across four key personas and journies. Enhanced UX resulted in increased customer retention, customer acquisition, revenue, and LTV, and reduced churn.

Established the first TokBox UX Research initiative to gain valuable insight into user personas, journeys, and pain points, which informed Product strategy and aligned OKRs.

Implemented design processes allowing the team to deliver quality work on time and reduce burnout. Responsible for the PD budget, contract designers and documentation.

Transformed the company culture to one that valued UX Design and UX Research, seeing both disciplines as an imperative component of the Product development process.

Product Designer (UI & Visual) | Scribd

Full-time · 2013 - 2014 · 1 yr 4 mos · San Francisco / On Site

I collaborated with designers, PMs, content, and engineers to deliver new features to Scribd's ebook reading experience and publishing tools across platforms.

I delivered webpage designs supporting the transition from a publishing platform to a subscription service with 1M+ titles and 60M+ documents available to 80M users.

I rebranded Scribd, including color palette, graphic style, typography, and photo style.

I coordinated a brand photoshoot, including sourcing the photographer, stylist, and models and renting private Airbnb locations that fit the brand's environment style.

I collaborated with the design team to redesign the Scribd site featured in Time Magazine as one of the top 50 websites in 2014.

SKILLS

Leadership + Strategy

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

User Experience

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

UI Design

Visual Design
Design Systems
Branding + Guidelines
Marketing Design

UX Research

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

Portfolio and colleague references can be viewed on my LinkedIn and Portfolio Site.