

TESSA FISH

LEADER IN USER EXPERIENCE & PRODUCT DESIGN

ABOUT ME



I grow multidisciplinary design teams who deliver engaging user experiences. I love big picture strategy to the smallest of details. I have learned that innovation is at the crossroads of data and creative risk-taking and yet, even the best solutions are never permanent. I believe strategic alignment across departments and customer insights 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

Global Senior Director, Product Design + ECommerce

Pearson Ed Tech | San Francisco • NYC • London • Tel Aviv | 2021 - 2023

- United and guided talented diverse teams of UX designers, UI Designers, Content Strategists, UX Writers, and User Researchers who delivered eCommerce sites globally including U.S, Canada, UK, and Australia.
- Collaborated with Product and Marketing to align goals and developed a design strategy that addressed the specific needs of our users and ensured business objectives were met.
- Established and refined processes within the team and across departments to enhance efficiencies and go to market more quickly based around a rotating back to school schedule.
- Accelerated customer conversions through development of delightful customer experiences based on UX Research insights tied to specific customer personas and journeys.
- Scaled and refined design system and documentation promoting consistency, increasing GTM and enabling partnering teams to sandbox quickly.
- Contributed to job architecture and levels in support of talent acquisition.

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 1M+ users for all products, including web/mobile apps, APIs, call centers and VR/AR.
- Defined Vonage's UX research strategy based on a deep concern for the user's perspective, delivered data insights utilized across the global organization, and delivered customer experiences that reduced churn and increased customer acquisition, retention, and revenue.
- Delivered customer journey and persona research utilized across the global organization to inform product strategy.
- 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.
- Developed UX research job architecture and levels for the HR team.

CONTACT

 SF Bay Area | Sonoma County

 +1 415 828 2129

 tessazfish@gmail.com

 www.tessafish.com

 linkedin.com/in/tessafish

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

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.
- 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 re-branding 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, developer 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 re-brand and documented brand guidelines.
- Delivered custom brand photos through coordination of a photo shoot that included booking and directing models, stylist and photographer.
- Redesignated company website, which was later featured in Time Magazine.

INTERESTS



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

Recommendations can be read on [LinkedIn](#) or my [Portfolio Site](#). Additional references are available upon request.