

# Tanya Wlodarczyk

## Multidisciplinary designer with a focus on UI/UX

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### Work Experience

#### Product Designer + Marketing • WeatherCheck (YC W19)

October 2017 – Present • Louisville, KY

- Lead UI/UX design for desktop and mobile SaaS products in an agile environment.
- Joined as a founding team member and designed the initial MVP of 20+ screens within an aggressive timeline of 2 weeks.
- Set up design standards including research, ideation, wireframing, high-fidelity prototyping, testing, and iteration.
- Increased design efficiency and product cohesion on the Product and Marketing teams by implementing the WC Design System.
- Use analytics to drive user retention and increase conversions for the SaaS product and marketing website.
- Lead content strategy, SEO, and digital and traditional advertising campaigns to increase site visitors and WeatherCheck customers.

#### Creative Director + Co-Founder • Two Row Studio

October 2015 – February 2018 • Boston, MA

- Co-founded a digital design agency with an emphasis on growth-focused design for brands, websites and apps.
- Led all client design, SEO, and analytical needs. Worked with the Co-Founder on account management and business development.
- Projects included WordPress marketing sites, MVP app designs, brand creation and redesigns.
- Client industries included: ecommerce, real estate, health and wellness, startups.
- Grew clientele and team into a sustainable business before selling profitably.

#### Product Manager + Designer • Ask Beatrice

June 2014 – November 2015 • Boston, MA

- Designed the Parking app within a (less) aggressive timeline of 2 months. Deliverables included feature conception, wireframes, 50+ unique screen mock-ups, user testing, and a functional specification document.
- Managed developers and stakeholders during the MVP build.
- Conceptualized and designed a web-based application for the manual collection of parking data featured in the Parking app.

#### Freelance • Tanyawlod.com

February 2012 – Present

- Worked with a variety of clients and projects both on a full- and part-time basis.

### Freelance Projects

Mobile + desktop app design • Web design • Branding • Packaging design • Book design

### Skills

#### Design: UI + UX •

Product strategy + presentation • User flows • Wireframing + mockups • Prototyping • User testing • Design library • HTML • CSS • WordPress • Invision • Sketch • Figma • Adobe XD, InDesign, Illustrator, Photoshop

#### Marketing: SEO •

Keyword research • Content strategy • A/B testing • Paid social media campaigns (LinkedIn + Facebook) • Landing pages • Google Analytics • Tag Manager • Optimize

### Education

#### Emerson College

B.F.A. in Writing, Literature & Publishing • 2013 Early graduate Boston, MA