

Tanya Moss

Senior Product Designer

Senior product designer with 5+ years experience designing mobile-first, data-driven experiences for mission-driven and regulated industries. I also have 8+ years in public health & healthcare as a policy researcher, writer, and communications expert with Master's degrees in Public Health and Public Policy. I'm a problem-solver who values building relationships and I do my best work on collaborative teams focused on social impact.

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Experience

Lead UX and Content Designer

January 2024 - present

Blue State | Remote | Contract

Client: Patient health advocacy & research non-profit

- Led 6-month user-centered website redesign focused on user research, information architecture, usability testing, and content strategy—in charge of all research, strategy, and wireframe design.
- Presented and communicated design concepts to internal cross-functional team (product management, visual design, and engineering) and to the client.
- As the primary user advocate, lead additional user research beyond the project scope to ensure a full understanding of users. Used research results to inform and validate design decisions.
- Designed 60+ wireframe screens, including a modular design system and interactive prototypes for web and mobile breakpoints, with handoff to dev.

UX Architect and Designer

July 2024 - September 2024

Persistent Systems | Remote | Contract

Client: Large U.S. Bank

- Served as lead product designer, working closely with user experience strategist and project manager on reimagining a financial product performance-reporting platform, incorporating AI and natural language query.
- Collaborated across international and distributed teams in multiple time zones.
- Co-conducted 5 key stakeholder workshops.

Senior Product Designer | Product Designer

March 2021 - May 2023

Long Dash | Remote

- Promoted to Senior Product Designer in recognition of end-to-end design leadership, human-centered strategy, and successful cross-functional collaboration with product, engineering, and content staff within the company.

Skills

User experience design

- Figma, Miro, Jira, Adobe
- End-to-end design
- Information architecture
- Content hierarchy
- Creating and testing interactive prototypes (Figma)
- Complex component design (Figma)

User interface design

- High fidelity mock-ups and prototypes
- Brand development and expression through UI

Research

- Qualitative research: interviews, usability testing, content audits, landscape analysis, literature reviews
- Policy analysis

Communications

- Cross-functional collaboration
- Building trusted client relationships
- Short-form writing: fact sheets, policy briefs, op-eds, press releases

- Created and led first-ever cross-functional UX training workshops, including Figma 101 and UX design workshop for internal colleagues; recognized as one of the most straightforward and impactful internal company presentations.
- Took initiative to become company expert on usability and accessibility, ensuring all projects met WCAG standards for color contrast and readability.

Client: Public Policy Institute of California | Research think tank

- Spearheaded the 5-month user-centered end-to-end website redesign, leading to a 63% increase in daily page views and a 7x reduction in page load time.
- Built a trusted relationship with the client by taking on increased UX project management responsibility during staff turnover, resulting in client trust.
- Provided design guidance and support to junior designer, training them on the design system and brand, allowing the work to be completed more quickly and meet client deadlines.

Client: Digital therapeutics marketplace concept for healthcare company

- Collaborated with a cross-functional team to develop a comprehensive UX strategy, resulting in the successful creation and testing of 2 distinct interactive prototypes for different user journeys.
- Took the lead on user research synthesis and iterative design updates by stepping up to manage the complex UX-heavy project after a freelance UX lead faced challenges in understanding its complexities. Became the de-facto lead designer and managed the work of freelance designer.

UX/UI Designer

July 2020 - September 2020

Vote.org | Remote | Freelance

- Developed 3 brand directions for Electionday.org, including logo design, typography, colors, and hand-drawn illustrations to present options to the client.
- Conducted 8 usability testing interviews with mid-fidelity clickable wireframe and high-fidelity branded clickable prototype of the full site, to uncover pain points and changes needed.

Public health policy, research, and communications

2013 - 2020

Employers and clients: American Heart Association, LA County Dept of Public Health, Kaiser, Public Health Advocates, CA Dept of Public Health, CA Dept of Social Services.

- Defined research questions, conducted, and analyzed 40 user interviews to uncover opportunities and produce report on best practices for scaling up Diabetes Prevention Program efforts in Los Angeles County.
- Designed campaign print materials and wrote copy for a coalition of 8 California agencies to increase CalFresh use at farmers' markets. Over 5,000 materials distributed at farmers' markets and in communities across 14 CA counties, reaching 330,000+ low-income Californians over the life of the program.

Education

Designlab

UX/UI Design Certificate
(550+ hour boot camp with design mentorship)

4-week Advanced Usability and Accessibility course

School of Public Health, University of California, Berkeley

Masters of Public Health, Public Health Nutrition

Goldman School of Public Policy, University of California, Berkeley

Masters of Public Policy

Wesleyan University

BA in Neuroscience & Behavior and Science in Society Program. Phi Beta Kappa