

Tabby Safari

Product Designer

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Product designer with a background in cognitive psychology and computational neuroscience who leverages formal training in human-centered design, behavioral science, programming, and mixed-methods research to craft thoughtful, intuitive, end-to-end experiences that anticipate and intentionally cater to user needs

QUALIFICATIONS SUMMARY

- Designed & launched a B2B workflow optimization SAAS solution that leverages AI and hands-free spatial video capture via the Apple Vision Pro to help organizations capture, digitize, and memorialize institutional knowledge
- Specialize in building and implementing scaleable atomic design systems that seamlessly adapt across multiple platforms (mobile, tablet, desktop, etc.), including emerging technologies like the Meta Quest XR headsets and Apple Vision Pro
- Build, manage, and scale Figma-based design systems, libraries, and style guides that result in more efficient product launches, feature releases, and updates by applying UX best practices, UI design principles, visual design, and accessibility standards
- Contribute to every phase of the product development lifecycle from ideation to launch, ensuring alignment with user needs and company goals

EXPERIENCE

UX Design Lead & Product Designer (Full Time) | STRIVR

Nov 2023 – Jun 2026

- Proposed, project managed, and executed the migration and complete redesign of strivr.com within 4 months, resulting in 57% increase in engaged sessions (YOY) and over \$50K in annual savings
- Leveraged atomic design principles and accessibility best practices to build, implement, and scale Strivr's first design system, resulting in a more unified, consistent user experience across products while expediting development speed and streamlining collaboration between designers and devs
- Owned design for WorkWise, a zero-to-one B2B SAAS platform, taking the concept from initial user research to defining core UX strategy and design requirements to building fully interactive, high-fidelity Figma prototypes for product features and user flows
- Championed the user's voice in cross-functional feature planning, contributing to overall product strategy and decision-making about product direction by scoping and defining MVP features, user flows, and design requirements
- Partnered with developers to proactively mitigate tech debt, rapidly adapting prototypes and user flows to meet new and evolving technical constraints, shifting goal posts, and deadlines without sacrificing usability or accessibility

Clinical Researcher (Full Time) | UCLA Center for Autism Research & Treatment

Feb 2018 – Aug 2021

- Led operations for 3 longitudinal studies utilizing motion capture and wearable technologies to advance early detection of developmental delay in infants and children at elevated risk for autism
- Designed targeted methods for measuring the effectiveness of organized sports in improving developmental outcomes for children with disabilities, resulting in the receipt of a \$3 million grant

UX Designer (Independent Contractor)

Mar 2022 – Dec 2023

- Collaborated with cross-disciplinary teams of designers, developers, researchers, and marketers to design and implement new websites for various e-commerce brands and tech startups
- Built and managed clients' Figma libraries and design systems, resulting in expedited design and development time, reduced tech debt, and improved visual consistency across web- and product-based brand touch-points
- Optimized the website user experience for various e-commerce startups with specific focus on improving performance, accessibility, responsiveness, visual identity, and information clarity

UX Designer | TASWIRA African Art & Design Gallery (MS HCDE Capstone Award Recipient)

Jan 2023 – Jun 2023

Built 2 physical installations for a local art gallery that leverage interaction design principles and storytelling to engage visitors in unique and tactile ways that encourage in-depth learning and discovery

UX Designer | Optimism Brewing Company

Apr 2022 – Jun 2022

Optimized the website user experience for a local brewery, resulting in significant improvements to accessibility, usability, and visual consistency. Built and implemented a new design system and component library from scratch. Designed high-fidelity Figma prototypes based on iterative feedback from 2 rounds of usability testing to optimize website performance for core tasks and use cases

EDUCATION

University of Washington

Human Centered Design & Engineering (HCDE)

Master of Science, 2023

- MS HCDE Award of Excellence Recipient, Leadership & Engagement
Jun 2023
- MS HCDE Capstone Award Recipient, Most Impactful Project
Jun 2023
- MS Curriculum Representative, HCDE Graduate Student Association
Mar 2022 – Apr 2023
- Chair, HCDE Underrepresented Minority Student Resource Group
Oct 2021 – Oct 2022

University of California, Los Angeles

Cognitive Science, Specialization in Computing

Bachelor of Science, 2017

SKILLS

DESIGN

- Product Design
- User Experience Design
- Design Systems
- Visual & Interaction Design
- Accessibility & Inclusive Design
- Rapid Prototyping & Wireframing
- Responsive Web Design
- HTML/CSS
- Data Visualization

STRATEGY

- Visual Identity
- Content Strategy
- Information Architecture
- UX Writing
- Journey Mapping
- Persona Development

RESEARCH

- Usability Testing
- Heuristic Evaluation
- Qualitative Interviews
- Survey Design
- Competitor Analysis
- Focus Groups

TOOLS

- Figma
- Adobe Creative Suite
- Webflow
- SquareSpace
- Optimal Workshop
- Qualtrics
- Tableau