

# Tara DeAngelis

taradeangelis@yahoo.com

951-294-4709

<https://www.taraux.com>

Dynamic product professional with over six years of agency, in-house, and consulting experience. History of spearheading enterprise level products and experiences for MedTech, healthcare, education, e-commerce and government sectors. Passionate about human factors and product safety. Collaborative leader, experienced in working with cross-functional teams, clinicians, and stakeholders to align products with strategic objectives.

## Areas of Strength & Effectiveness

### 360 UX Degree Strategy

- Led product design for Baxter's Voalte Nurse Call and usability testing plan.
- Collaborated to design wearable products with revenue goals over \$400M.
- Actualized intended vision and goals of projects over \$1M + in complex settings.
- Designed products that increased the average order value by 71.82%, target persona revenue by 128.66%, and mobile revenue by 42.01% in 2 years.
- Designed for growth projects resulting in 194% user engagement increase.
- Managed product launches that exceeded revenue projections by 200%
- Initiated and contributed to the design thinking process, and discovery workshops.
- Assisted in formative research and usability testing for two regulated products.
- Designed IA solutions, content strategy, wireframes, for 5 complex products.
- Evaluated both physical and digital products for usability and WCAG compliance.

### Cross Functional Leadership & Collaboration

- Implemented process optimizations that contributed to increased operating cash by approximately 475% over 3 years.
- Conceptualized and organized large all-company team building event and 4 design/dev team building events with over 20 participants.
- Recipient of 2 collaboration awards.
- Experience teaching classrooms of over 20 students.
- Pioneered creation of new corporate policy for health fairs to increase community, customer education, and profitability by 25%.
- Implemented 2 record-breaking revenue-building events by hiring 25 educators/representatives and planning the speaking schedule and topics
- Spearheaded, implemented, and analyzed cutting edge social campaigns and content calendars over 9 channels; resulted in 2X engagement.
- Experience drafting proposals, project estimates and contractual agreements.
- Hands on knowledge and experience with the following collaboration tools; Confluence, JIRA, Figma, Miro, Wrike, Trello, Asana, Adobe Creative Suite, JAMA, Oracle, Microsoft 365° Business tools, and others.

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## Professional Experience

**BAXTER | Senior Lead UX Designer, Human Factors R&D |** January 2023 - September 2023

*International leader in medical technology (formerly Hillrom).*

### **UX Design, Strategy, Research & Information Architecture**

- Led **new product development** and design teams for internationally recognized integrated communications.
- Designed refinements for hardware, software, and products with medical device classification to improve caregiver workflow with goals of reducing risk for adverse events and improving patient outcomes.
- Consideration of human factors, **clinical workflows**, ergonomics, and **regulatory compliance**.
- Contributed to refinement of patterns for **precision locating software** integrations, **conversational design**, voice interface design, haptics, and **medical devices**.
- Other skills used: Writing **technical requirements**, collaborating with Software Engineers, Business Analysts, Medical Affairs, and Market Research. Formative interviews and usability testing.

**Velir | Senior Experience Designer |** Feb. 2022– November 2022

*Boston consultancy with focus on data heavy Sitecore and Drupal website redesigns.*

- *UX Design, Strategy, Research & Information Architecture*
- **Led stakeholder interviews, discovery workshops, competitive analysis and heuristics evaluations**
- Architected complex IA, content inventories, future states, taxonomies and page level strategy
- Contributed to SEO strategy, and UX writing
- Designed for ADA, equitable design, personalization and localization
- Performed usability testing and user interviews
- Delivered detailed wireframes, sitemaps and interaction flows.
- Maintained and improved component library and templates

*Client projects included: **Anne E. Casey Foundation, Bill & Melinda Gates Foundation, Northwestern University Kellogg School of Business, Atrius Health, PEW Charitable Trusts, Massport, and AHRI***

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## Avalere | Senior UX Designer | 2021

*Global biotech communications agency and consultancy.*

- *UX Design & Content Strategy*
- Pitches and presents design strategy to leading pharmaceutical clients.
- Partners with VP's of content to prioritize features and content for digital product launches.
- Leverages user studies to guide design direction with account managers and product owners.
- Collaborates with creative directors to define content outlines, information architecture, and design strategy.
- Designs sitemaps, wireframes, wire-flows and user interactions.
- Evaluates digital products with heuristic markup, usability reviews, and WCAG compliance audits.

*Clients projects included: **Bausch and Lomb, Glaxo Smith Kline (GSK), Johnson & Johnson, Pfizer, Travere Therapeutics, Mitsubishi Tanabe Pharma America, Jazz Pharmaceuticals, United Therapeutics***

## Sounds True Publishing | Website and Graphic Designer, Art Director | 2017-2021

*Digital production agency with a start-up culture creates transformational digital products.*

### **Project Management**

- Directed design process end-to-end to support transformational digital products, integrated marketing campaigns, and online courses.
- Collaborated with copywriters, UX engineers, QA specialists, marketers, video teams, photographers, and product teams to produce wireframes, ADA approved prototypes from, and visuals for landing pages.
- Managed cross-functionally across teams for online learning product launches; **exceeded projected course revenue by 200%, grossing \$1.1M+ in 6 months.**

## TLD Creative | Principle; Design & Strategy | 2011-2024

*Founder of Boutique Creative Agency that Consults companies to develop brand, visuals, websites & SEO to improve experience across all touch points.*

- Developed content strategy, branding and design for optimized reach, conversions, and metadata.

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## **PowerUP Productions | Brand and Web Designer | 2015-2019**

*Digital marketing and branding company that serviced small to mid-sized businesses in the health and mindfulness space.*

- Collaborated with stakeholders to develop a cohesive identity across digital and printed assets.
- Designed logos, style guides, wireframes, mockups and prototypes with best practices.
- Designed social graphics, wrote copy, and improved SEO.

## **Education**

### **Interaction Design Specialization | University of California, San Diego**

- *Coursera Work in Human Centered Design, Input & Interaction, Information Design*

### **B.A. in Creative Writing | University of California, Riverside**

- *Graduated Cum Laude*
- Chancellor's Performance Award
- Recipient of the Gluck Fellowship Award

### **A.A. in Visual Communication & Graphic Design | Mt. San Jacinto College, San Jacinto**

*Certificates, Professional Development Seminars, Immersions:*

**Design Thinking** | Certificate | Project Management Institute

**Building Exceptional Teams** | New York University, InnerMBA Certificate

**Making Your Work a Force for Good** | New York University, InnerMBA Certificate

**Product Design & UX Design** | General Assembly | Denver, CO

**Prompt Engineering** | Vanderbilt University