

Tasha Jaeger

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Innovative thinking and exceptional design experience

- Led products from inception through final QA and launch
- Over 20 years of leading cross-functional teams to deliver design solutions for start-ups to enterprise
- 8+ years of experience managing a team of internal designers, contract designers, and external firms
- Facilitated the growth of a company from thousands of users to millions every month
- Led a successful brand redesign for a rapidly growing company
- Increased orders by from \$3,500 to over \$40,000 month over month

Software Skills

Adobe Creative Cloud, ChatGPT, CSS, Figma, Github, Google Analytics, HTML, Illustrator, InDesign, JavaScript, Jira, Photoshop, PHP, Sketch, XD

UX/Product Design Skills

Accessibility, Application design, Competitive research, Design thinking, Experience design, Interaction design, Product design, Prototyping, QA, Responsive design, UX Design, User-centered design, User research, WC3, Web design, Wireframing

Visual Design Skills

Branding, Design systems, Graphic design, Illustration, Visual design, UI Design

Other Skills

AI, Agile, Communities, E-commerce, Healthcare, Life Sciences, Pharmaceutical, SaaS, Social Media

Education

Leadership by Design -- Innovation Process and Culture, July 2021
MIT Sloan Executive Education, Cambridge, MA

BA, Computer and Video Imaging
University of Silicon Valley (formerly Cogswell Polytechnical College), Santa Clara, CA

Professional Experience

Promenade Group

Santa Monica, CA, Remote

Senior Product Designer

June 2022 - January 2023

Start-up B2B2C e-commerce SaaS provider for small business verticals

Leadership

- Led UX/UI design and QA for butcher vertical, mentoring junior designers and PMs
- Collaborated in the development of tools for internal management, vendor efficiency, and consumer-facing components, elevating the product experience
- Demonstrated customer-centric approach by establishing and maintaining regular communication with 100% of butchers in the beta program

Design

- Undertook UX research, design, and QA for 5 major initiatives, including pricing per pound, pre-ordering, credit card pre-authorization, weight-based selling, and touchless integration
- Innovated a novel way to sell products by weight online used in 90% of orders, updating the user experience using design thinking methodology
- Orchestrated UX research and user interviews, collaboration with product managers on 100% of product briefs, which resulted in seamless design implementation with developers for high-quality products
- Enhanced design tools like customer-facing Figma libraries and design systems by utilizing the molecule component model, resulting in a 40% reduction in design time
- Created pre-ordering, from complete user flows, wireframes, and final designs, and QA resulting in an increase from \$3,500 to over \$40,000 in consumer orders in one month
- Ideated touchless solutions for butchers, improving efficiency by 50% through reducing glove changes

Inspire.com

Alexandria, VA, Remote

Associate Director of Design

June 2007 - March 2022

Health communities start-up in partnership with non-profits; advertising, clinical trial recruitment, and research with B2B enterprise dashboards for pharma, biotech, medical equipment

Leadership

- Managed a team of three internal designers, three contract designers, and outside firms
- Played a key role in company growth from users in the thousands to many millions a month
- Optimized design processes, boosting speed by 20% and enhancing adherence to project designs
- Acted as a patient/user advocate with non-profits to create communities, and collaborating with pharmaceutical, biotech, and life sciences companies for research and clinical trial recruitment
- Led full-scale rebranding effort, ensuring seamless implementation and improving Inspire's public perception

- Served as product owner and project manager, from inception to QA, ensuring product completion and 100% on-time market launch
- Allied across teams to resolve issues and improve product-to-market times
- Founded a Medium blog on design impact on health, resulting in increased visibility and 25% surge in top talent recruitment
- Revamped design processes to enhance accessibility & efficiency for cross-functional teams
- Empowered staff through design thinking and human-centered design training, driving faster and user-focused outcomes

Design

- Designed all products from ground-up
- Applied design thinking principles, conducted user and competitive research, made wireframes, prototypes, performed user testing, and did QA both pre and post engineering to deliver exceptional results
- Design directed UX and collaborated on information architecture for the top-rated app in the health category on iTunes, receiving a 4.8 rating
- Designed interactive data visualizations and dashboards for enterprise clients, delivering insights and real-time performance tracking
- Creative direction and design of style guide, improving consistency and reducing production time by 30% and directed designers to implement brand, accessibility, UX and UI standards improving quality by 90%

Other Experience

Design Director, January 2010 – Present, LincCon, Gaming convention Merrill, WI, Remote

- Increased LincCon's attendance by over 1000% through advertising and promotion advice and AI-driven attendee user personas
- Created the brand system using Adobe Creative Suite and Figma including fonts, colors, mascot and tone, reducing design time by 20%, producing engaging yearly themes and designs across media
- Constructed a custom WordPress theme to empower the director of the convention to make timely updates to key site components, reducing design/engineering time by more than 80%

Web Artist - Graphic Designer - Marketing Co-ordinator, May 2000 - September 2006 TestMart, Start-up government contractor & B2B e-commerce selling testing equipment, San Bruno, CA

- Delivered e-commerce UX for enterprise and government, saving customers up to 70%
- Administered 3-7 projects at a time, executing production, crafting weekly updates, and aligning client/resource demands
- Aided a 300% increase in web traffic and sales, driving 2005 profitability

Case studies & Portfolio

tashajaeger.com