

Tiffany Kosa



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Summary

I am the UX Lead on the T-Mobile for Business E-commerce team, whose passion for UX comes from an innate drive to serve. Confidently creates strategies and direction, balancing business and user goals by practicing radical empathy for users and coworkers. Focuses on creating a team-like collaborative environment, building relationships by establishing trust and credibility, and wielding research and data as secret weapons for persuasion. Creative leadership informed by unique and varied work experiences, ranging from graphic design to web development, cultivating hard skill sets to an exceptional degree—offering a comprehensive view of the entire development lifecycle.

Experience



Sr Designer, User Experience

T-Mobile

Nov 2020 - Present (1 year 1 month +)

UX Lead on the T-Mobile for Business E-commerce team

- Proven track record of building and maintaining productive partnerships across multidisciplinary teams.
- Leading by example, influencing through trust and dependability, with a passion for mentoring and empowering others to create work they can be proud of.
- Evolving and participating in process enhancements to make the environment more collaborative, inclusive, and a safe place to experiment, innovate, and challenge the status quo.
- Using data and research to persuade stakeholders and influence partners to be more customer centric.



UX Designer

T-Mobile

Aug 2019 - Nov 2020 (1 year 4 months)

Contributions:

Flagship App IOS and Android, Design Systems, AI for Metro by T-Mobile, E-commerce web, myT-Mobile web, Lottie animations implementation, Onboarding, T-Mobile Tuesdays, Proactive chat design and development



Interaction Designer III

T-Mobile

Oct 2018 - Aug 2019 (11 months)



Lead Graphic Designer

Bonsai Media Group

Feb 2018 - Oct 2018 (9 months)

- Took the lead on creative strategy and energized my contemporaries to create innovative and imaginative work with extra special sauce.
- Reduced design and development time to market by over 50% while overhauling the design and client approval processes.
- Seized every opportunity to create the best, most exciting work of my career through strategic design, UX best practices, and by partnering with clients to help them more fully understand their customers and business in order to push the boundaries of their brand.
- Collaborated with developers to create immersive, interactive, animated scroll jacking, Awwwards worthy parallax websites that inspire and delight.

Clients: IBEW local 46, Holy Names Academy, Kramer Leather, Dragon Bicycles, Seagull Scientific, Bonsai's own website

UX Prototyper, UI Developer; Contract (Filter)

T-Mobile

Jul 2017 - Jan 2018 (7 months)

- Prototyped proposed flow changes and interactions in the lower dev environment to demo the experience in order to enhance usability.
- Orchestrated user studies and worked with researchers to test current system and review proposed changes while identifying problem areas.
- Collaborated closely with partners teams on UX best practices, style guides, and user study findings.



Instructor - Axure/Sketch

School of Visual Concepts

Sep 2017 - Oct 2017 (2 months)

- Design instructor for the Design & Prototyping Tools: Axure & Sketch class and student mentor in the User Experience Certificate program.



Creative Developer

Accretive Technology Group

2016 - 2017 (2 years)

- Lead and launched multiple A/B Testing campaigns in a heavily data-driven and iterative process, which directly influenced the company's profitability.
- Owned both creative and front-end development work for all digital customer onboarding experiences.
- Conducted user research to enhance usability for both clients and customers.



Assistant Instructor - UX, HTML/CSS, Photoshop, Axure, Sketch, Prototyping, Illustrator, InDesign

School of Visual Concepts

2013 - 2017 (5 years)



HTML5 Motion Design and Development

Freelance

2015 - 2016 (2 years)

- Designed and developed HTML5 motion graphics for the web.

Clients: Value Village (via Creative Circle) and Logitech (via Filter)



Lead Web Designer | Front-end Developer

CrystalCommerce

2012 - 2014 (3 years)

- Quickly rose to a leadership role overseeing a team of 8 designers.
- Continuously enhanced the quality of creative work and challenged the team to make more data and user-driven design choices.
- Interpreted analytics data and Implemented very early primitive A/B tests through the use of Google Analytics.
- Evangelized to change the culture to a more user-centric one, systemizing the use of recyclable and vetted e-commerce components in our client's e-commerce stores.
- Developed a clear vision for the design team and for the direction the design and development process could move to gain efficiencies for resolving bottlenecks.



Freelance Web Designer

Freelance

2008 - 2012 (5 years)

- Self-taught coder.
- Created and built digital experiences for a variety of customers.

Education



The Art Institutes

Completed 127 credits towards a Bachelor's of Fine Arts in Web Design

2014 - 2016



School of Visual Concepts

Web and UX Design

2012 - 2016



Central Washington University

Associate of Arts, Completed 169 credits towards a Bachelor's Degree in Law and Justice

2005 - 2008



South Seattle College

Associate of Arts (AA-DTA)

2000 - 2003

Transfer Degree to University

Skills

E-commerce • User Experience • User Journeys • Design Thinking • Delegate Management • Creative Direction • User Flows • Data-driven Decision Making • Service Design • User Research