

# TAMMY VALLONE

## UI/UX & Visual Designer

**Portfolio** | [www.tammyvallone.com](http://www.tammyvallone.com)  
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As a UX/UI Designer with experience in Ecommerce ops, I bring a unique perspective to my design work. With a strong foundation in Ecommerce, I have developed an understanding of customer needs and behaviors, which I leverage to create intuitive and engaging user experiences. Although my experience in UX/UI Design is at a junior level, my dedication to learning and growing in the field makes me a valuable asset to any team. My transferable skills in project management and B2B Key Account Management enable me to effectively collaborate with cross-functional teams to deliver high-quality products and services. With a strong focus on cultivating positive relationships with both internal and external stakeholders, I am excited to continue building my skills and expertise in a UX/UI Designer role, where I can contribute to innovative and impactful design solutions.

### HIGHLIGHTS

**UI Design**  
**UX Design**  
**Prototyping**  
**User Research & Testing**

**E-commerce**  
**Client /Account Management**  
**Figma / Sketch**  
**Project Management**

### TOOLS / TECH

#### Design

- Sketch
- Figma
- InVision
- Animaker
- Photoshop
- Principle
- Marvel

#### E-Commerce

- Edgenet
- 1WorldSync
- CommerceHub
- Athena

#### Communication

- Microsoft Suite
- Google Suite
- Miro
- Trello
- Zoom

### SKILLS

- UI Design
- UX Design
- Project Management
- Dynamic organization
- Communication
- Independent multitasking
- Complex operations
- Presentation Design
- User Research
- Competitive Analysis
- User Personas
- Wireframing
- Prototyping
- Digital Asset Management
- Branding
- Design guide
- Usability Testing
- Client/Account Management
- Logistics

## **PROJECTS**

- Optimum Life App -Client goal to enter a new space and simplify existing processes while integrating the IoT. This project required many considerations and despite the inherent issues facing the client, the team managed to provide a viable process to move forward. Read the case study to learn more. 5 Week timeline to deliverables
- ShopKeep Retail Dashboard - Client goal to refresh and add a retail management dashboard to an existing platform utilizing customer feedback. 8 week timeline to deliverables
- PickMe Event App - A tool for pet adopters to find in person adoption events and animal rescues to increase adoptions as well as volunteer recruiting. 6 week timeline to deliverables

## **EMPLOYMENT HISTORY**

### **2020 - Present Freelance work | Parliament Virtual Services**

- Web Design
- Branding & Logo Design
- Content
  - Body Bar | Entire site rebuild resulted in lowered bounce rate from 44% to 29% and average session time increased by 26%
  - Boston Rescue of Florida | Rebuild and migration saw an increase in applications that created a backlog, as a result new applications had to be suspended and still managed to increase time of engagement by 8% to an average of 3m 9s.

### **2014 -2018 Mass Merchant Account Manager | AAMP Global, Clearwater, FL**

- Digital asset management and curation.
- GDSN pooler and portal parts loads.
- E-commerce platform management, fulfillment, CSV and onboarding.
  - Achievement | Largest mass merchant account grew 314% during my time in this role.

### **2012 Mass Merchant Business Development Coordinator | AAMP Global, Clearwater, FL**

- Weekly/monthly reporting, KPIs .
- Create presentation materials, quotes, mock-ups and slat wall configurations.
- Shipments and inventory / resource planning.
- Coordinate amongst Product Development, Sales, Purchasing, Art & Ad and Executive group.