

PRODUCT DESIGNER SF NORTH BAY AREA

TESSA FISH

I am a **Product Designer** excited by the endless opportunities to enhance the human experience. My superpowers are empathy, patience, and collaboration. I love a good challenge and I embrace every chance to learn and grow.

EXPERIENCE

**Senior Director,
Product Design,
Content Strategy,
& UX Research**

2021 - 2023
Pearson Education
Technology

Developed Design Strategy and delivered intuitive experiences across Digital Channels, eCommerce, and Clinical Assessment, impacting 160M students, educators, and practitioners.

Fostered a happy collaborative culture that motivated a global multidisciplinary Product Design team to deliver delightful and measurable user experiences.

Delivered UX Design, Research, & Content Strategy for Pearson's core offerings:

- **Pearson.com:** Generated approximately \$55M in revenue and over 1M orders within two years of launch, through UX that unified the product catalog, improved navigation, introduced adaptive search, enhanced learner-centric discoverability, and simplified checkout.
- **Pearson Plus:** Acquired +1M subscriptions, 4.5M users, and achieved record conversion rates, through UX that streamlined sign-up and checkout, enhanced navigation, clarified pricing, and showcased partner student offers.
- **Clinical Assessments:** Increased revenue by +\$200M with ~675,000 orders in just 3.5 years through UX that optimized product search, improved webinar discoverability, and simplified ordering.

Scaled the design system to improve consistency and level up accessibility to meet education standards.

Transformed design processes, ensured delivery of quality work on time, and managed stakeholder relationships.

Defined design roles and levels architecture, invested in the growth of every individual, and managed hiring and recruiting across UX, Research, and Content Strategy.

Coached and mentored multiple product and design colleagues through mentorship program.



CONTACT

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Portfolio Website
Connect on LinkedIn

EDUCATION

Academy of Art University
Masters, Digital & Graphic Design

University of CA, Santa Cruz
BA, American Studies

CONTINUING ED

Leading Effective Teams
Columbia Business School

UX Strategy & Research
Center Center UIE

UX Leadership for Directors
Nielsen Norman Group

Front End Dev for Designers
General Assembly

Designing for Sustainability
Living Principles

REFERENCES

50 LinkedIn Reviews
Additional References Available

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Principle, Product Design & UX Research

2018 - 2021
Vonage Cloud Platform

Designed new Products and Features (as an IC) while managing the Product Design roadmap enriching user experience for 1M+ users across 4 unique lines of business (B2B and B2B2C), including Vonage Business Cloud, AR/VR technology, Integrated APIs, white label RTC products, and Call Center technology.

Enriched user experience by surfacing the voice of users & customers via UX research to deliver insights resulting in greater strategic alignment and impactful design decisions.

Contributed to Vonage Brand redesign and entrusted with adapting brand elements across all products and design systems.

Carefully cultivated a unified Product Design team and positive culture post-acquisition (of 4 companies' design teams), shifting roles while maintaining IC motivation and collaboration.

Refined design operations and processes to promote efficiency, quality, and to deliver iterative solutions pivotal in addressing user needs and achieving quarterly and annual goals.

Invested in each team member by crafting a detailed job level and role architecture, intentionally developing personalized growth plans, and surfacing opportunities for recognition.

Product Design Lead

2014 - 2018
TokBox / Telefonica

Led product design, marketing design, and branding for an RTC platform, enabling customers to easily integrate video, voice, and messaging into apps, sites, and software.

Designed new Products and Features (as an IC) while managing the Product Design roadmap delivering webpages, dev tools, and marketing campaigns, that measurably boosted revenue.

Enhanced understanding of users by introducing UX Research, including personas, journey mapping, and user testing, to inform a more effective product strategy and prioritized roadmap.

Transformed company culture from engineering-focused to Engineering + Design as a collaborative and necessary partnership.

Product & UI Designer

2013 - 2014
Scribd eBooks & Publishing

Collaboratively designed new features for ebook reading app experience and publishing tools across platforms.

Redesigned brand and website during the transition from a publishing platform to a subscription service with 1M+ titles and 60M+ documents available to 80M users.



MY "HOME" OFFICE

I work from my private office at Somo Cowork near Petaluma, CA.

I am seeking fully-remote or hybrid roles in San Francisco, Oakland, or Sonoma County and I am able to traveling for work as needed.

STRENGTHS

Product Design	Problem-Solving
User Experience	Empathetic
Design Strategy	Collaborative
UX Research	Project Mgmt
Visual Design	Communication
UI Design	Open to Feedback
Data-Driven	Quality Standards
User Focused	Drive to Learn
UX Writing	Accessibility
Prototyping	Stakeholder Mgmt
Branding	Relationships
Content	Glass Half Full

RECOGNITION

Hackathon Winner

2017 | TokBox RTC Application

UX Strategy & Research

2015 | Scribd EBook Website

UX Leadership for Directors

2002 | Seattle University

Art Award for Merit

2001 | Bank of America