

MARTINA L. TAN

Designer and strategist, applying curiosity and care to transform public services.

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SKILLS

DESIGN

Wireframing/Prototyping
Journey Mapping
Service Blueprinting
Participatory Design
Accessibility
Equity-Centered Design

RESEARCH

Generative Research
Affinity Diagramming
Usability Testing
User Interviews & Surveys
Trauma-Informed Approach

MANAGEMENT

Workshop Facilitation
Stakeholder & Cross-Functional Collaboration
Project Briefs, Scoping
Product Strategy, Vision
Design Sprints, Agile

TOOLS

Figma, Sketch
Miro, Figjam, Mural
Jira, Asana
Adobe
(Ps, XD, Ai, Id, Pr, Lr)
Qualtrics
UserTesting
WordPress Themes & Plugins

CODING

C and C++
HTML, CSS
JavaScript, PHP

PROJECTS

Service Designer | U.S. Dept. of State, Bureau of Consular Affairs (MO Studio)

Remote | Dec 2023 - Present

- Mapped customer journey including quotes, information channels, interactions with staff, policy, and backend systems to form a holistic, user-centric view of the service ecosystem.
- Trained customer experience (CX) team of 8 to improve research practices and materials with a focus on avoiding re-traumatization of diverse user groups.
- Built organizational capacity for human-centered methods and tools by refining guidance, processes, and standards for over 35 CX researchers and designers.

UX Designer | U.S. Dept. of Veterans Affairs, Veteran Benefits Administration (MO Studio)

Remote | Mar 2023 - Dec 2023

- Led discovery research to capture pain points, enablers, and needs of three user groups.
- Translated high-level epics into user stories, user flows, and wireframes to test and iterate with users and subject matter experts (SMEs) before investing in software development.
- Advocated for Voice of the Customer in weekly backlog refinements and workshops with software engineers, quality analysts, SMEs, and key decision-makers.

UX Designer | Fund for Advancement of Minorities through Education (FAME)

CMU Capstone | Jan 2022 - Aug 2022

- Facilitated 20 human-centered design workshops, aligning a cross-functional consulting team of 5 in order to surface stakeholder needs and product vision.
- Defined frontstage and backstage relationships for a web-based service intervention that supports Diversity, Equity, and Inclusion at K-12 schools.
- Planned and conducted 30 tests with educators and administrators over 4 sprints.
- Engaged 60 donors in a story-driven presentation of the final design recommendation.

Project Lead, UX Designer | DevTech Research Group

Tufts University | Sep 2019 - May 2021

- Managed launch of a [WordPress website](#) curating submissions from 1300+ ScratchJr users.
- Delegated weekly priorities for site development to a team of 5 developers.

WORK EXPERIENCE

MO Studio | Boston, MA (Remote)

UX Designer | Mar 2023 - Present

- Deliver on projects for agencies such as U.S. Dept. of Veterans Affairs and Dept. of State.
- Coordinate and co-host a monthly professional development series that invites employees to explore topics like accessibility, trauma-informed approaches, sustainability, and play.

EDUCATION

Carnegie Mellon University (CMU), School of Computer Science | Graduation Aug 2022

Master of **Human-Computer Interaction** | GPA: **4.13/4.33**

Tufts University | Graduation May 2021

Combined BS/BFA in **Cognitive and Brain Science** and **Interdisciplinary Studio Art**
Minor in **Computer Science** | GPA: **3.8/4.0**

Honors: Dean's List Fall 2019, Spring 2018, and Fall 2016; *summa cum laude*