# Tanya Riemann

*Data-driven creative*

tanya@triemann.ca • https://triemann.ca/ • (519) 766-2822
https://www.linkedin.com/in/tanyariemann/ • Guelph, ON

Self-motivated UX professional informed by a client and user-focused approach. Adaptable to changing goals and circumstances with a knack for tailoring design processes and applying the right methodology at the right time. Naturally curious with an endless appetite for innovation and creative storytelling. Always seeking ways to develop new features and improve user experience. Talented at translating business requirements and technical specifications into customer-focused user experiences and interfaces, generating end results that all stakeholders are excited about. Excels in a fast-paced environment.

## Tools

### UX Design

Marvel POP app, Figma, InVision Studio, Justinmind, OptimalSort, LucidChart, Cacoo, Xtensio, Adobe Photoshop

### Data & Development
Excel, MySQL Workbench, Tableau, WordPress, Google Analytics, Tag Manager, & Data Studio

### Communication
Teamwork, Trello, Zoom, Teams, Slack, Discord

## Professional Training & Certification

### BrainStation, 2020
Certificates Awarded:
- User Experience Design
- Design Thinking
- Data Analytics

### LunaMetrics, 2017
Courses Completed:
- Google Analytics 101 & 201
- Google Tag Manager
- Google Data Studio

### Basic Bananas Marketing, 2017
The Clever Bunch: Small Business Marketing Program

### Seneca College, 2001
Webmaster Content Site Design Certificate

## Qualifications Summary

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|---|---|
| UX Design: | User Research, Journey Mapping, Persona Creation, Information Architecture, User Flows, Wireframing, Prototyping, Visual Design, User Testing, Presenting Findings |
| Data & Development: | Spreadsheets, SQL, Data Visualization, Agile Project Management, WordPress Customizations, HTML, CSS, Web Statistics Analysis |
| Management: | Relationship Management, Fluent in "Tech/ Non-tech" Speak, Empathetic, Personable, Active Listener, Motivator, Team Player |

## Experience Highlights

### Sandbox Software, Guelph, ON — 2018 – 2020
Digital Project Manager

Collaborated with medium to large organizations in the following sectors: Healthcare, not-for-profit and municipalities. Conducted in-depth user experience research for various new client website and intranet projects. Educated clients on accessibility guidelines (AODA, WCAG) and directed all requirements for website statistics and competitor analysis. Cultivated expertise in agile project management.

- Drove client retention and additional sales, earning additional 6–12-month maintenance contracts with existing clients to do website analysis, and ultimately build and implement a website enhancement strategy.
- Offered accessible, responsive website solutions that resulted in increased time spent on websites, increased viewing of goal pages, better user flow when interacting with updated navigation, and decreased bounce rates.

### Platypi Designs Inc., Guelph, ON — 2002 – 2018
Web Strategist, Business Owner

Partnered with a variety of small businesses and not-for-profit organizations. Conducted client interviews to determine website functionality needs, sourced appropriate WordPress themes and customized to client branding guidelines. Provided clients with easy-to-follow training videos on how to execute web updates. Implemented Google Analytics/Google Tag Manager. Provided timely support to client questions.

- Cultivated a reputation for relationship building and exceptional client service.
- Over the years adapted website solutions offered to clients to remain current with latest technology trends

# Selected Projects

## User Experience Design Certificate Final Assignment                                    2020

Applied the user experience design process on a fitness app concept through to a designed prototype.

- Assisted fitness studio in user research and final prototype as they built first dedicated app.
- Applied wireframe iterations and user testing to determine optimal logged-in home page layout.
- Utilized low fidelity prototyping, the iterative process, and user testing to catch and resolve user flow issue early in the design process.

## Data Analytics Certificate Final Assignment                                    2020

Developed questions surrounding factors contributing to a country's success at the Olympics, sourcing the necessary data sets, cleaning and analyzing the data, creating data visualizations, and presenting findings.

- Assessed and cleaned Olympic data for data gaps and anomalies.
- Loaded data sets into MySQL Workbench for easier data analysis.
- Collaborated with project partner to cross reference and verify answers to hypothesis questions.

## 4-H Ontario Website Redesign Project                                    2020

While at Sandbox Software, served as lead user experience designer tasked to define recommendations for website features, user flows, wireframes and information architecture for new website which launched in November 2020.

- Performed website statistics analysis to better understand user interactions with the existing website.
- Collaborated with development team to provide a particular integrated website feature to alleviate user flow challenges identified during user research.
- Reduced development time through documenting, iterating and receiving sign off on from the client on key user experiences.

# Education

McMaster University, Hamilton, ON
Honours Bachelor of Arts - Modern Languages and Linguistics