TAMARA SABBAGH

Product Design Lead

@ tamara.sabbagh@gmail.com tamarasabbagh.com

EXPERIENCE

Head of Product Design & Brand

Api3 (Web3 Infrastructure company)

Sep 2021 - Present

- Hired and led the design team, owning product design, user research, brand, UX, and usability and accessibility testing across company initiatives
- Led design of the Api3 Market from research through launch; it now serves 41+ dApps and 2900+ data feeds and distributed $416,069 in rewards to its users
- Presented all design logic, research insights, and recommendations to product and engineering stakeholders to align priorities and drive decisions
- Engineered a new automated workflow that streamlined the documentation and prioritization of 800+ design requests, giving the team a clear, transparent, scalable intake process
- Established and maintained Api3's visual identity, brand guidelines, and design and media assets, keeping product and marketing work consistent
- Designed brand and event materials for international conferences, extending the company's visual language to strengthen brand recognition

Innovation Interaction Designer

Huntington National Bank

Nov 2020 - Sep 2021

- Conducted user interviews and synthesized results to identify customer needs and product opportunities
- Developed stakeholder maps, journey maps, and various diagrams and templates to visualize research and streamline future work
- Shaped wireframes and mockups to visualize innovative ideas

UX Design Consultant

Api3

Nov 2020 - Sep 2021

- Led UX design for the Api3 DAO, collaborating closely with designers, developers, and stakeholders
  - Helped launch the Api3 DAO dashboard, serving 4000+ users
  - Led experiences that supported participation in the DAO representing 47M+ API3 tokens, or the equivalent of over $238 million, staked by users
- Created all wireframes and prototypes needed for DAO and other projects
- Designed and conducted discovery, user interviews and usability testing to inform product decisions and presented findings to stakeholders

UX & UI Designer

CLC Group

Jun 2019 - Nov 2020

- Worked with a team of developers to build a service that uses cutting edge technology
- Crafted all wireframes and prototypes and conducted all usability tests
- Delivered designs within budget constraints

SUMMARY

Product design lead with end-to-end experience across user research, usability testing, prototyping, and accessibility for Web3 and other emerging technology products. Dedicated to reducing complexity and creating intuitive, accessible experiences.

EDUCATION

Bachelor of Fine Arts with an emphasis in Art & Technology

The Ohio State University

2018

SKILLS

Product Design

Product Design UX Design Interaction Design User Research User Interviews AI-assisted synthesis Competitive Analysis Information Architecture Journey Mapping Wireframing Prototyping Usability Testing AI Prototyping AI Workflows Design Systems Design Strategy Basic understanding of HTML and CSS

Software

Figma Claude Dovetail AI Sketch Maze Visual Studio Code