

MARGARITA TANCHULING

CONTACT

(415) 910-1960
tanchulingmarga@gmail.com

https://margatanchuling.com
https://linkedin.com/in/tmarga
https://dribbble.com/tmarga

San Francisco, CA

SKILLS

UX/UI Design
Low/High Fidelity Wireframes
Rapid Prototyping
Interaction Design
Visual Design
Design Thinking
User Research
Project Management
Client Relations
Social Media
Digital Marketing
Website Maintenance

DEVELOPMENT

HTML	CSS
JavaScript	jQuery
PHP/JSON	C#

SOFTWARE

Unreal Engine	Figma
Unity	Sketch
OmniGraffle	UXPin
InVision	Sitefinity
Concrete5	WordPress
Microsoft Office	Framer X
Xcode	Keynote
Abstract	Balsamiq

Adobe Creative Suite
Premiere Pro Photoshop
Illustrator InDesign
Dreamweaver XD
After Effects

SUMMARY

Proven talent for aligning visual design strategy and objectives with established UX/UI research and user-centered design principles and methodologies to achieve maximum intuitive flow across digital platforms, including websites, mobile apps, and VR apps. Creative thought leader who is known for delivering innovative software solutions for a seamless user experience, with the skill set to analyze complex information, manage key projects, facilitate global business with adept client management, and lead diverse individuals. Out-of-the-box thinker who is comfortable working in teams or independently to ensure solutions consistently meet or exceed business goals.

EXPERIENCE

2600Hz, an Ooma company - San Francisco, CA, USA | August 2020 - Present

Product Designer

- Partner with product managers, engineers, stakeholders, sales, and marketing to implement innovative product concepts.
- Participate in design sessions to constantly evaluate and reiterate the user experience and contribute to information architecture.
- Collaborate with the product managers to assist with user research, usability testing, and reviewing feedback and metrics to improve the user experience.
- Work closely with the design and product leads to create holistic UX for a broad range of users based on product and time constraints.
- Currently focused with Call Center, creating new workflows and keeping 2600Hz's product up to date with the latest designs and features.

SportsBiz - New York, NY, USA | July 2019 - June 2020

UX/UI Designer & Front-end Developer

- Led development and design of the company's brand identity and dashboard, collaborating with a team of three to create and implement innovative visual design framework.
- Crafted the look and feel of the company's software, ensuring an intuitive user experience and flow.
- Designed low-fidelity and high-fidelity designs and prototypes, assessing viability, intuitive flow, and technical framework to inform final design.
- Directed creation of the software's interaction and visual design, conducting user research and gathering key feedback to execute a user-centered design experience.

Tribal Worldwide, DDB Group - Manila, Philippines | 2013 – 2015

Creative Technologist & Project Manager

Creative Technologist:

- Crafted low- and high-fidelity wireframes, UX/UI design, sitemap, user flows, and task flows.
- Executed website edits through CMS.
- Liaised with cross-functional teams to hold brainstorm meetings for new campaigns and activations, aligning client needs with campaign strategy and market analysis.
- Created simple prototypes by leveraging expertise in rapid-prototyping methodologies.
- Collaborated with Account Managers to deliver desired webpage designs in line with client requirements and business goals.

Project Manager:

- Directed & built teams of 8, prioritizing & delegating job orders to create websites for clients; implementing timelines and budgets for each specific project and guiding development within the required scope.
- Conducted comprehensive A/B testing and spearheaded all website maintenance.
- Led, guided, and participated in the SCRUM process, attending briefings and providing data to drive forward fact-based strategic decision making.

EDUCATION

Master of Fine Arts, Web Design & New Media | 2019
Academy of Art University – San Francisco, CA

Bachelor of Arts, Communications/Computer Science | 2012
Ateneo de Manila University - Manila, Philippines

RECOGNITION

TMCnet, Internet Telephony Product of the Year | 2024
2600Hz - Call Center