TINA MUSICH

DESIGN, RESEARCH, & STRATEGY
tinamusich.com
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845-764-1067

SKILLS

User Experience
Prototyping
Conceptual Modeling
Rapid Ideation
Design System Management
Affinity Mapping
Business Blueprinting
Experience Journeys
Generative Research
Evaluative Research

Software/Coding
Sketch
Axure
Invision
HTML/CSS
Adobe Products

Crafting
Bookbinding
Screen Printing
Weaving
Embroidery
Ceramics
Etching
Screenprinting
Crochet
Digital Photography

WORK EXPERIENCE

Lead Product Designer at Schoology (Acquired by PowerSchool)
- Currently leading strategy, design, and user research on a critical project to save 15 million ARR
- Increased demo requests by 450% - the most of any Schoology campaign
- Evolved product design at Schoology & PowerSchool by educating team members on research best practices, mentoring junior designers, and defining a process for user-centered design and research
Lead Product Designer | March 2020 – Present | New York, NY
Senior Product Designer | January 2018 – March 2020 | New York, NY

Senior UX Designer at athenahealth
- Led design for the last piece in a critical solution for athenahealth's end-to-end hospital solution which allowed us to sell to the 6,146 in-patient hospitals and the 9,280 outpatient surgical centers in the US
- Designed from sketches to hi-fi mock ups to fill product gaps for the healthcare industry while working with product managers and developers to ensure the correct implementation.
Senior UX Designer | July 2016 – Oct. 2017 | Austin, TX
UX Associate | May 2015 – July 2016 | Austin, TX

UX and Visual Designer at IBM
- Conducted interviews, synthesized findings, and used insights to guide thoughtful wireframes and high fidelity visuals on projects like Watson for Social Media and developerWorks
- Worked with developers and product management to solidify strategies and designs
- Guided stakeholders through the design thinking process to spread IBM's design culture
July 2013 – May 2015 | Austin, TX

UX Intern at The Barbarian Group
June – August 2012 | New York, NY

EDUCATION

Carnegie Mellon University
BFA Communication Design
August 2009 – May 2013 | Pittsburgh, PA

Studio Art Center International
Illustration, screen printing, design, and etching
August – December 2011 | Florence, IT

CONTINUED EDUCATION

Measuring UX and ROI
Nielsen Norman Group
October 2019 | New York, NY

Being a UX Leader: Essential Skills for Any UX Practitioner
Nielsen Norman Group
October 2019 | New York, NY

TEACHING

Skillshare Teacher
Spring 2019 - Ongoing

VOLUNTEERING

Helping Hands Home for Children
Activities Volunteer
February 2014 – January 2017 | Austin, TX