

# Amber Tribble

[www.ambertribble.me](http://www.ambertribble.me) | [ambertribble@gmail.com](mailto:ambertribble@gmail.com) | (206) 771-7300

## SUMMARY

Seasoned UI/UX lead, full-stack and product designer with a proven track record managing design, front end development and customer journeys. Optimizing business outcomes by creating compelling digital products and experiences through user-centered approaches.

## EXPERIENCE

**T-Mobile**  
2016-2019

### Senior UI | UX & Full Stack Designer

UI/UX Lead with T-Mobile Everywhere's Digital Innovation Team. Prototype, develop, and scale omni-channel products including Facebook Messenger, digital assistant, digital voice and videos for commerce.

**Ellie Media**  
2011-Present

### Founder & Creative Director

Web, UI/UX/CX, conversational commerce, ecommerce, strategy-to-scale, APIs, front-end design, multi-media and prototypes. Employing the latest in HCI and design theory.

**PlayOn! Sports**  
2015

### Freelance Broadcast Events Director

Broadcast director of high school and college sporting events for streaming media and highlight reels. Editor of reels for marketing and promotions.

**Moore Cramer**  
2009-2011

### Producer

Film pre-production, budgeting, casting, script reading for documentary and film company. Development of high concept commercial feature length content.

**FOX SPORTS**  
1999-2008

### Editor | Producer | Director | Graphics Artist

Various roles with News Corp's Fox Sports including: multi-media creation, graphics creation, production, directing, front-end design and editing.

## SKILLS

HTML5  
CSS3  
jQuery  
PHP  
Sketch  
Photoshop  
Illustrator  
InDesign  
Axure  
XD  
After Effects  
Premiere Pro  
Miro  
Lucid Chart  
XMind  
Storyboarder  
Fade In  
SV Animator  
Shopify  
Wordpress  
Chatfuel  
Microsoft LUIS  
DialogFlow

## AWARDS

**Best of Thumbtack**  
Web Design, 2016

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## CERTIFICATES

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### Senior UI & UX & Full Stack Designer

UX Studies, HTML5, CSS3, Responsive Design, Web Accessibility, Web Tools, JQuery, Javascript, Web Graphics, Multi-Media, Animation, Avid, Motion Graphics, Illustrator, Maya, 3D Studio Max, Photoshop, InDesign

### Product & Frameworks

Agile Certification, Platform Strategy for Business, Strategic Social Media Marketing, Product Management with Lean, Agile and System Design Thinking, Driving Digital Innovation Through Experimentation, Business Analytics for Data-Driven Decision Making, Introduction to Artificial Intelligence, Data Science: Productivity Tools

## ADDITIONAL

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### Classes & Workshops

Hollywood Meets Digital, Screenwriting, Scoring for Film, Logic Pro X, Omni-Channel Strategy, Photography, Sketching, Directing for Commercials, Creative Democracy, Product Prototyping, User Experience Design Theory, Intro to AR/VR

### Work Featured at Facebook's F8

2018

## EDUCATION

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### Boston University EdX, 2019

Micro-Masters, Product Management in Digital Innovation

### University of Washington, 2000

Bachelors in Arts, Communications with an emphasis in New Media

## AFFILIATIONS

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### Women in Technology

### Interaction Design Foundation

## PORTFOLIO

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