

Amber Tribble

www.ambertribble.me | ambertribble@gmail.com | (206) 771-7300

SUMMARY

UX/UI/IxD principal with a proven track record leading creation of design systems, voice and conversational customer experiences and user-facing digital products. Led UX pilots in chat, AI, NLP and ML. Optimizing business outcomes by creating compelling digital experiences. Research lead - collect actionable and meaningful data to represent the voice of users. Methods include: A/B testing, personas, in-situ testing, remote testing, segmentation studies and competitive analysis. Application of Lean UX techniques to support iterative releases.

- Led 3 designers for 2020 Funko redesign & in app commerce
- Added 1.6% lift to T-Mobile via UX leadership in FB Messenger
- Chatbot experience featured in Facebook's F8 Conference (2018)
- Award: Best of Thumbtack in web design (2016)

EXPERIENCE

Funko

2019-2019

UX | UI | IxD Lead

Led In-App Commerce and ecommerce redesign for four digital Funko properties. Partnered with marketing and analytics to create user experiences that included distributed commerce, site redesign and user interactions.

T-Mobile

2016-2019

Senior UI | UX Lead & Full Stack Designer

UI/UX Lead with T-Mobile Everywhere's Digital Innovation Team. Prototype, develop, and scale omni-channel experiences including Facebook Messenger, digital assistant, Alexa, Google Home and MikMak shoppable videos.

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.

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

2002-2008

Editor | Producer | Director | Graphics Artist

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

SKILLS

User Experience
User Interfaces
Innovation UX
Voice Interactions
Chatbots
Design Systems
Info Architecture
Sketch
Photoshop
Illustrator
Axure RP
XD
After Effects
Premiere Pro
Miro | Lucid Chart
XMind
HTML5 | CSS3
Storyboarder
Shopify
Wordpress
Chatfuel
Microsoft LUIS
Abstract
Marvel

AWARDS

Best of Thumbtack
Web Design, 2016

CERTIFICATES

Tools

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, Creative Coding

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

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

Georgia Tech EdX, 2020

Human Computer Interaction
Professional Certificate Program

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

Women in Technology

Interaction Design Foundation

PORTFOLIO

www.ambertribble.me