

# Tasha Moreno, MA

## Product Design Leader | UX Designer

Analytical and inclusion-focused Product Design leader with expertise in Psychology, User Experience Design, and Design Systems. Experienced in managing teams, driving accessibility initiatives, and developing design systems. Committed to creating exceptional user experiences that align with business goals.

### Experience

Tinder (Remote | March 2022 - Present)

#### Product Design Manager, Design Systems & Accessibility

- Manage a team working on the Obsidian Design System and Accessibility Working Group.
- Prioritize requests, oversee backlog, and coordinate scrum ceremonies.
- Lead training and communicate updates to stakeholders and leadership.
- Contribute to the design system and ensure adherence to accessibility standards.
- Co-founder and Lead of the WomxnOfColor@Tinder ERG.

Tinder (Remote | May 2021 - March 2022)

#### Senior Product Designer, Design Systems

- Established a design token workflow from Figma to GitHub, enabling seamless collaboration with engineers.
- Contributed components, documentation, and training to support Product Design, Product, and Engineering teams.

Springboard (Remote | Oct 2020-Oct 2021)

#### Mentor

- Reviewed student projects and case studies, providing regular feedback.
- Conducted weekly 1:1 sessions to review work and discuss career development goals.

CVS Health (Denver, CO | June 2020 - May 2021)

#### Lead Product Designer, Design Systems

- Led Android component design and design token implementation for the Enterprise Digital Design System.
- Conducted discovery research and collaborated closely with developers.

RE/MAX, LLC (Denver, CO | April 2019 - May 2020)

#### UI UX Engineer II

- Led UX design and research for RE/MAX Global HQ's internal technology and customer-facing sites.
- Redesigned and launched mottomortgage.com.

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### Education

Bachelor of Arts - Psychology  
University of Wyoming

Master of Arts - Psychology  
University of Colorado at CS

### Certifications

UX Design  
Springboard

### Skills & Tools

**Design:** Figma, FigJam, Adobe Creative Cloud

**Design Systems:** Design Tokens in JSON, Figma Tokens Studio, Zeroheight, Style Dictionary

**Project Management:** Jira, Monday.com

**Version Control & Code Contribution:** VS Code, GitHub

**Research:** Usertesting.com

- Collaborated with cross-functional teams to prioritize feature development.

Helix (Denver, CO | March 2018 - March 2019)

## **Product Designer**

- Created wireframes, prototypes, and flows to communicate designs effectively.
- Defined design to development handoff process and QA implementation.
- Conducted user research and developed design systems documentation.
- Participated in a cross-disciplinary mentoring program as a mentor.

HumanCode (Denver, CO | October 2017 - March 2018)

## **UI/UX Designer**

- Conducted user research to identify pain points and propose solutions for iOS apps.
- Designed marketing materials for banner ad campaigns and social media.

Freelance (Denver, CO | January 2016 - December 2019)

## **UX Designer and Researcher**

- Implemented end-to-end UX design processes for multiple projects.
- Conducted user research, gathered requirements, and delivered design artifacts

ACES, Inc. (Colorado Springs, CO | August 2010 - September 2017)

## **Area Director**

- Managed a team of 40+ staff members, conducting behavior analysis.
- Increased client numbers by 20%.

