tb. Tina Babst Product Designer

tinababst@gmail.com | 925-872-6756
tinababst.com

Experience

Senior Product Designer, *3D Systems Inc., Plastic 3D Printing Products* *Jun 2018 – Dec 2020*

- Owned user experience and interaction design for the next generation of large scale SLA ProX 800 3D printer, Figure 4 1.1 software release, and Brill culinary 3D printing solutions
- Conducted product planning workshops, user research and testing efforts for all of the products mentioned
- Designed feature improvements for the On Demand Manufacturing quoting system
- Created the 3D printer product design system along side of two other product designers

Senior UI & UX Designer, *3D Systems Inc., Global Marketing Communications* *Aug 2017 – May 2018*

- Conducted user research, information architecture, wireframing, prototyping, to visual design and branding
- Responsible for all user experiences on 3DSystems.com as the sole designer on the team
- Collaborated with the on-demand manufacturing product team to improve site user experience and SEO
- Coordinated with the marketing and the development team to create the 2018 web marketing roadmap

UI & UX Designer, *3D Systems Inc., Global Marketing Communications* *Oct 2015 – Aug 2017*

- Led and owned the design strategy for 3DSystems.com site migration—collaborated closely with marketing managers and developers *(launched March 2017)*
- Solved user interaction, information architecture and data visualization challenges for 3DSystems.com
- Designed a web product filter feature that improved our customer engagement by 25%
- Established the design system, brand style guides and best front-end practices
- Mentored junior designers

Visual Designer, *3D Systems Inc., Consumer Products* *Oct 2014 – Oct 2015*

- Designed a more intuitive consumer experience for Cubify.com
- Created wireframes and prototype for the shop 3D printing material experience on mobile
- Responsible for all branding and marketing on Cubify.com from banners, logos, infographics, ads to product guides

Associate Graphic Designer, *Treasury Wine Estates* *Feb 2012 – Sept 2014*

- Led branding for Beringer Vineyards, Greg Norman Estates and Meridian Vineyards
- Responsible for designing all brand experiences from retail, on-premise to direct-to-consumer
- Designed campaign promotional microsites and email campaigns

Graphic Arts Associate, *Lustre-Cal Corp.* *Aug 2010 – Feb 2012*

- Designed for local wineries

Education

Cal Poly State University,
San Luis Obispo
BS, Jun 2010

Major
Graphic Communication,
Design Reproduction Technology
Concentration

Certifications
San Francisco State University
Mobile UX & UI Design Intensive,
Jan 2016

IDEO and Acumen
Human-Centered Design, Apr 2015

Skills

Design: Interaction Design, User Experience, Information Architecture, Visual Design, Data Visualization, Interactive Prototype

Research: Usability Testing, User Interviews, Competitive Analysis, Field Studies, A/B Testing, Product Strategy, Google Analytics

Development: HTML5, CSS3, JavaScript, React, React Hooks, Gatsby.js

Software: Figma, Sketch, Invision, Principle, Photoshop, Illustrator, After Effects, InDesign, Zeplin, JIRA, Keynote, Lucidchart, Mural, Miro

Other:
Oakland Warehouse Toastmasters, 2015-2018
Toastmasters VP of Education, 2017-2018

Awards

Hackathon of Outlandish Things
2015 1st Place Winner

Bookbuilders West 2010 Scholarship
for the design, illustration, print and production of the limited edition book Afternoon Tea

Foundation for San Luis Obispo County
Public Libraries logo contest in 2010