

Terri Kramer

Product Designer

 Venice, CA

www.patternbreak.org

terri@patternbreak.org

(415) 509-7426

At a Glance

- End-to-end product designer with a history of successful launches.
- UI/UX designer with extensive mobile experience.
- Expert front-end web developer.
- Entrepreneur and business owner.

Advanced / Expert

Figma, Sketch, Photoshop, Balsamiq, HTML, CSS, Javascript, LESS, Apple Human Interface Guidelines, Quickbooks, Excel

Tools + IDEs

Git, SVN, IntelliJ, Xcode + Interface Builder, JIRA, Confluence

Basic / Intermediate

Swift, Objective-C, Scala, SQL, Android Material Design

Frameworks + Libraries

Play Framework, JavaServer Pages, JQuery, (Beginner) React, Typescript

Work History

Career Break

Boulder, CO -> Los Angeles, CA (May 2017 - March 2024)

- Exited Plausible Labs following \$4.3M sale to Microsoft
- Studied Product Management at UCLA
- Learned Swift programming language + developed front-end of board game for iPad

Lead Product Designer, Co-Owner & CFO • Plausible Labs (www.plausible.coop)

San Francisco, CA + Brooklyn, NY (October 2008 - April 2017)

- Founding member of boutique software design + development company.
- Developed wireframes and information hierarchies to support project planning.
- Developed visual designs in Sketch and Photoshop. Delivered organized assets to developers and managed art repositories.

- Worked with engineers to plan parallel, iterative work for design and development teams. Tracked progress in JIRA and Confluence.
- Followed engineering commits and reviewed work on branches. Evaluated work on target devices, emulators, and simulators to ensure design fidelity and review UX patterns.
- Met with new clients to discuss project goals and requirements. Developed project outlines, resource estimates, and contracts to facilitate consulting work.
- Met regularly with stakeholders to present designs, communicate progress, and amend priorities.

Notable achievements:

- Lead/sole designer of ComiXology's Comics application for iOS and Android. Comics became the Top Grossing iPad app — storewide — in 2012.
- Helped negotiate \$4.3M sale of Plausible's interest in HockeyApp to Microsoft, as part of Microsoft's HockeyApp acquisition.
- Developed all iterations of the corporate website.

Front-End Web Developer • Three Rings Design

San Francisco, CA (August 2007 - October 2008)

- Maintained all web assets at indie game development studio (acquired by SEGA in 2011).
- Led a complete site redesign of the company's flagship game, Puzzle Pirates (the site uses a custom tag library built with JSP and gettext for localization).
- Designed + developed HTML newsletters.
- Developed affiliate microsites
- Web analytics
- A/B testing
- Graphic design for web and online advertising.

Office Manager • Three Rings Design

San Francisco, CA (July 2006 - August 2007)

- First Office Manager hired at indie game development studio.
- Onboarded new hires.
- Managed all steps in staff recruiting process.
- Managed buildout of interior office space. (<https://www.wired.com/2007/07/gallery-nemo-office/>)
- Day-to-day accounting using Quickbooks.
- Game-related billing support.
- Budget analysis
- Travel coordination

- Managed contests and prize distribution for Puzzle Pirates.
- Planned office parties and monthly game nights.
- Documented processes and trained new Office Manager at end of term.

Education

UCLA Extension, Product Management Bootcamp

Los Angeles, CA (2023)

- Product road mapping, agile methodologies, KPIs, user personas, user stories, data visualization (Tableau), data analysis (I ❤️ SQL), A/B testing, empathy mapping, design thinking, prototyping

California College of the Arts, Extension

San Francisco, CA (2008)

- Completed courses in graphic design and typography.

San Francisco State University, Humanities

San Francisco, CA (1999 - 2005)

- Heavy expository essay writing
- Completed 12 units in Cinema Studies: History, Production, and Theory