Tammy Fritz, Designer, Researcher + Entrepreneur

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OVERVIEW

- Over 25 years experience in design
- Masters Degree in Design from Carnegie Mellon University
- Experience designing across multiple industries (Medical, Government, Supply Chain, Financial, etc.)
- Iterative, data-driven design
- Human-centered design process and approach
- Products from concept to high fidelity prototype.
- Skills include innovation and brainstorming, design research, design thinking, design strategy, information architecture (IA), user interface design (UI, GUI), human centered design (HCD), visual design, service design (SD), customer experience design (CX), user experience design (UX), wireframes, personas, ethnographic research, prototyping, branding identity, graphics and icons, print design, usability testing, think aloud, competitive analysis, journey mapping, touch points, ecosystem map, participatory design, design guidelines, interaction guidelines, consistency review, cardsorting, heuristic evaluation, survey, cognitive walkthrough, SUS, expert review, interviewing, surveys, questionnaires, polling, contextual inquiry, storyboarding, sketching, web, mobile, responsive, tablet, html, css

EXPERIENCE

Principal and Founder, Pink Frog Interactive, Inc., Pittsburgh, PA 2004-Present

Tammy Fritz has over 25 years experience in design. She is an independent contractor and Principal and Founder of Pink Frog Interactive, Inc. Tammy founded Pink Frog in 2005 where she specializes in human-centered design including human computer interface design, design research, customer experience design and service design. Tammy has a passion for combining human factors, design thinking and research, innovation and technology to help solve complex problems.

Tammy has a Masters of Design degree in Communication Planning and Information Design from Carnegie Mellon University. She did her thesis work and worked with the Human Computer Interaction Institute at CMU studying internationalization in design, way-finding in virtual environments and how to evoke, assess and predict affect in design. Tammy also has a Bachelor of Science degree in Business Administration from the University of Pittsburgh. Her work has won design awards from Intel and AIGA and has been submitted for patents.

Tammy follows a human-centered design process and uses principles and techniques derived from cognitive science, psychology, and anthropology to partner with her clients and design and test services, product interfaces and interactions in order to make them intuitive, efficient, joyful, useful, usable and desirable.

At Pink Frog, Tammy has interviewed hundreds of our clients customers across the globe in multiple languages to find out what constitutes an exceptional customer experience, defined the customer journey, ecosystem, touchpoints and provided actionable insight for a company roadmap.

Tammy has shadowed nurse practitioners in the field and interviewed users in Jacksonville Mississippi to help redesign applications to order medical supplies. She has redesigned medical insurance websites and designed medical benefit communications to employees. She has worked on mergers helping companies consolidate functionality of web applications into one seamless user experience and multiple internal applications into one consistent user experiences. Some of Tammy's clients have included TE Connectivity, First Insight, Developmental Dimensions International (DDI), CDC/NIOSH, Martris LLC, and Genco (now FedEx). Tammy has also done design work as a subcontractor for Highmark, McKesson, North Shore Long Island Jewish Center Cancer Institute, Rite Aid, and Capital Blue.

As Principal and Founder, Tammy:

- Leads client-facing consulting projects or initiatives
- Collaborates with cross-functional teams to achieve organizational or project objectives
- Gets buy-in from stakeholders to effect change
- Creates data-driven design
- Leads user research and user-centered design of digital products or services.
- Manages the design process on a project
- Mentors client partners and team members
- Conducts visual identity / brand design
- Conducts research activities to identify user needs
- Creates wireframes, prototypes, or other early tested concepts
- Designs for desktop and mobile devices
- Advocates for the user
- Uses iterative product development approach
- Responds to RFPs, proposal development, contract negotiation
- Sales and Marketing (Social Media, Web, Print)

When Tammy's not designing, she can be found traveling or advocating for gifted and medically disabled children through volunteer work with FARE, Epi-Life, Children's Hospital and as Vice President, Digital of PR PAGE (Gifted Education).

HCI Designer, NDCHealth, Pittsburgh, PA 6/2004-4/2005
- Worked closely in multidisciplinary teams comprised of business analysts, product management, architects, quality assurance testers, developers and user education trainers throughout all phases of the product's (enterprise pharmaceutical application) lifecycle. Led design of central fill application. Onsite visit to pharmacy and following prescription through central fill with project team.

   Responsibilities include:

   - Worked on large scale pharmaceutical application
   - Led ethnographic research
   - Information design
   - Design research
   - Usability testing and analysis
   - Information architecture
   - Contextual and user analysis
   - User interface design and documentation
   - Production of user interface specifications, wire frames, storyboards, conceptual models, Informational architecture site maps
   - Creation and maintenance of design resources such as style guides, interaction guidelines, look and feel recommendations, and usability testing materials
   - Advocating and facilitating user centered design process
   - Review and sign off of developers code
   - Review and sign off of business requirements
   - Flash Mx Prototype

Information Designer, FreeMarkets, Pittsburgh, PA 2/2001-1/2004
- Led user interface, usability and design rationale efforts for a suite of web-based applications and enterprise application. Assigned and delegated selected work to contractors, developers, ui designers and technical writers. Worked in multidisciplinary teams with product managers, marketing, developers, engineers, users and business sponsors to develop web-enabled software.
- Contributed at all levels of design, development and production of five web-based applications including user interface design, information architecture, writing, prototyping, design research, consistency reviews, documentation of design guidelines, standards, design rationale and user

testing documentation and analysis. Contributed to marketing requirements document and functional specifications. Reviewed and signed off on functional specifications.

- Led ui efforts for integration, internationalization, visual look and feel, navigation, project management, bidding, RFx. Designed a patent pending interface for workflow processes. Provided job estimates and assigned work to team of ui designers, contractors and developers. Interfaced with customers to get feedback on screens, look and feel and navigation.
- Designed a new 4000 page web based application from the ground up. Drove the site map and navigation by conducting card-sorting exercises with clients. Led the design of the largest and most high traffic areas of a new application including bidding, RFx, workflow and project management. Provided design rational, research and documentation for screen resolution and fonts based on Internet statistics. Led design standards and documentation for cross browser coding. Participated in quality assurance efforts by documenting defects and filing them as well as writing change control documentation. Drove company wide consistency of applications with wording and standards documentation. Led internationalization and integration efforts.
- Designed, mocked up and presented next generation concept of company to senior leadership. Conducted heuristic evaluation of applications. Led paper prototype on interactive testing sessions with users. Coordinated context sensitive help and glossary needs with technical writers.
- Some artifacts of my work include html mockups, interactive prototypes, screen specifications, usability testing documentation and analysis, cardsorting analysis, cascading stylesheets, design styleguides and standards documentation, graphics, icons, site maps, wording and standards documentation, cross browser coding standards, use cases, storyboards, personas and scenarios.

Freelance Design Consultant, Freelance Consultant, Pittsburgh, PA 8/1994-9/2001
- Client list available upon request. Projects include web design, multimedia and print.

Interaction Designer, Carnegie Mellon, Pittsburgh, PA 2000
- Worked for research group in the Human-Computer Interaction Institute (HCII) at Carnegie Mellon University. Assisted in conceptualizing, designing and implementing interface prototypes based on a series of use scenarios for Mercedes-Benz in the U.S. and the U.K. (and eventually worldwide). Designed and prototyped a virtual guide/advisor to enable their sales and service people to: (1) identify training and career opportunities, (2) sample different learning options, and (3) enroll for courses using the Internet.
- Researched and wrote paper on "Wayfinding in 3-D Virtual Space" for design rationale. Researched and wrote paper on "Transcending Cultural Variables in Interface Design."
- Ranked top research lab in human computer interaction by Jacob Nielson.

Design Associate, Towers Perrin, Pittsburgh, PA 10/1994-2/2001
- Started design office in Pittsburgh office. Sole support for Pittsburgh's communication group. Designed Fortune 1000 clientele's communication materials for management consulting firm. Started in-house design department. Designed, project managed and presented design solutions to clients. Worked from concept through prepress production. Managed several projects simultaneously in a fast paced environment. Partial client list includes Alcoa, Kroger, Heinz, UPMC, CNG, Marconi, and Duquesne Light. Mentored and trained another designer for backup assistance.

Senior Graphic Designer, Admark Communications, Pittsburgh, PA 6/1995-9/1996
- Designed, produced and project managed print collateral from concept to pre-press production, completion and delivery. Presented concepts to clients. Prepared job estimates and budgets, wrote headlines and tag lines. Worked with vendors to obtain competitive quotes. Prepared files for press by trapping, proofing, mocking up, separations, retouching and image composition.

Presentation Specialist, Geografik Design Group, Alexandria, VA 5/1994-8/1994
- Designed and produced presentation and promotional materials. Worked directly with client on-site. Started in-house creative support department including purchase of equipment and establishing creative guidelines. Full charge support of consultants. Managed budget and expenses,

team logistics, project files and documents, project notebook and equipment inventory. Maintained and ordered supplies, in charge of inventory and invoice reconciliation. Performed system maintenance, troubleshooting, installation, network server administration, backups and organization of project files.

Associate of Operations, Mangus-Catanzano, Pittsburgh, PA 5/1993-3/1994
- Designed and produced print collateral. Managed project from client meeting, concept development to pre-press production, completion and delivery. Handled job estimating, purchasing, scheduling, job tracking, budgeting, talent negotiation, billing and organization and management of creative department. Operations duties included troubleshooting, system maintenance, training, installation and recommendation of new technology and equipment, database management and internal communications. Received two merit raises and given increasing levels of responsibilities including management of creative department.

Assistant Editor, Measurement and Data, Pittsburgh, PA 12/1992-5/1993
- Designed, produced and typeset two technical engineering magazines.

EDUCATION

Degree	Major	College/University
Master of Design	Communication Planning and Information Design	Carnegie Mellon University
Bachelor of Science	Business Administration, Studio Art Minor	University of Pittsburgh