TARA TRUJILLO

Houston, TX | tara.trujillo@gmail.com | linkedin.com/in/taratsmith | 916-702-7318 | tarasmith.me

PROFESSIONAL SUMMARY

- ~10 years of experience in product design, and leading design teams for corporate and educational institutions ranging from 20,000 to 90,000+ employees, and up to $40B+ in annual revenue.
- Led teams of up to 4 Product Designers for billion-dollar organizations (including a Fortune 100).
- Supporting the development and implementation of an AI customer service platform
- Lead a team of designers to develop and pilot an AI customer service platform for an American multinational organization designed to handle 50M customer service requests per year.

EXPERIENCE

Best Buy **Houston/Remote**

Product Design Lead, Manager **Jun 2021 - Present**

Best Buy is a Fortune 100 organization with $40B+ in annual revenue and 90,000+ employees across 11,000+ stores. The Customer Support and Services team (Self Services) focuses on post-purchase support for millions of transactions on web, mobile app (Top 25 in App Store), and in-store.

- Lead a team of two Product Designers as part of the Customer Support and Services team who design UX solutions for web, mobile, and in-store experiences and maintained a 100% team retention rate.
- Collaborated with Product and Engineering to ship 20+ new UX features across multiple platforms and diverted over 1M customer interactions to “Self Service,” representing $3M in labor cost savings.
- Transferred 20% of customer calls to chat and text while improving customer feedback by 1.3 points.
- Supported $6M in revenue from member retention by enabling sales through the post-purchase experience.
- Strategize and implement monthly feedback surveys, quarterly customer usability and feedback tests, and generative AI call summary analysis, resulting in a 20% reduction in customer complaints and a 10% increase in user retention.
- Recognized for excellence in design leadership and won the “Positive Leader Award 2023” and “Inclusion Award 2023”.
- Manage design resource allocation, project prioritization, and skill development in Miro and Figjam.

The University of Texas at Austin **Austin, TX**

Product Design, Head **Feb 2017 - Jan 2021**

The University of Texas at Austin is a public research university ranked #9 nationally among all public universities. It has 20,000+ faculty and staff, 50,000+ students, and 480,000+ alumni. The fundraising office focuses on filling and exceeding the university’s $3B+ budget.

- Led a team of 4 designers as part of the marketing and communications team who designed web applications to grow and retain donors and increase donations by 20% annually.
- Spearheaded the redesign of the University's fundraising website, resulting in a 300% increase in donations and a 60% boost in conversion rates in the first four months.

- Successfully hired, managed, and mentored a team of five designers and maintained a 100% retention rate.
- Implemented A/B testing and user feedback processes to continually optimize and improve the website's UX, leading to an 80% increase in overall customer satisfaction.

Texas A&M University **College Station, TX**
Web Design Manager **Feb 2015 - Jan 2017**
Texas A&M is one of the nation's largest public universities, ranked #20 nationally among all public universities. The College of Education's marketing and communications team is focused on attracting and enrolling diverse "Top-10-Percent" students.

- Hired, managed, and trained junior web designers to help maintain 70+ marketing websites with 100K+ visits annually on the marketing and communications team at the College of Education.
- Developed and implemented a comprehensive user experience strategy aligned with the university's objectives and brand positioning.
- Led the strategy, design, and built the College's intranet website serving 6,000+ students and 400+ faculty and staff, increasing engagement and usability by 60%.
- Sought opportunities to build the college and departments' online presence for promotion and marketing programs by modernizing college websites to increase traffic and engagement by 10%.
- Served as a liaison between the four departments and the college regarding web initiatives and collaborated with executive leadership to meet strategic goals of attracting and recruiting diverse graduate students and advancing the quality of teachers entering the job market.

EDUCATION

Arizona State University, Tempe, AZ B.A., Business Communications — 2015

Maryland Institute College of Art, Baltimore, MD MPS, Experience Design — 2020

CERTIFICATIONS

Enterprise Design Thinking Practitioner IBM — Nov 2021

Business Management Certification The University of Texas at Austin — Jul 2023

Artificial Intelligence: Business Strategies and Applications Certification UC Berkeley — Mar 2024