

Tara-Lee Muise

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UX/UI Designer | Product Designer

UX/UI designer with 8+ years of experience building accessible, responsive web products for government, healthcare, nonprofits, and small business clients. At CGI, collaborated usability testing across 40+ sessions that drove task success rates from 55% to 97% on a federal application used by thousands of Canadians. Equally comfortable owning a full Figma design system or shipping a polished web/mobile app and websites end-to-end, and with growing fluency in AI-assisted design workflows using Claude, Midjourney, and Figma Make.

SKILLS

UX & Product Design: User flows | Wireframing | Journey mapping | Interaction design | Usability testing | Responsive design | Accessibility (WCAG 2.2)

Web Design & Development: WordPress | Elementor | Divi | HTML/CSS (edit & customize) | LMS platforms | Responsive layouts | Cross-browser compatibility

Design Systems & UI: Figma (components, variants, variables, auto-layout) | Design tokens | Prototyping | Developer handoff | Documentation | Visual hierarchy

Research & Strategy: User interviews | Surveys | Card sorting | Adobe Analytics | Stakeholder presentations | Cross-functional collaboration

Tools: Figma | Adobe Creative Suite | Midjourney | Claude AI | ChatGPT | Figma Make | Notion

EXPERIENCE

Freelance UX/UI | Web & Visual Designer

Oct 2016 - Present

Self-Employed | Remote

- Building the end-to-end UI and Figma design system for two early-stage web and mobile app startups, owning everything from component architecture to screen design.
- Designed and launched end-to-end WordPress websites using Elementor and Divi, delivering responsive, brand-aligned sites for clients in healthcare, coaching, and education.
- Ran user research for a rare-disease nonprofit — surfaced that 87.5% of users needed a centralized events calendar with filtering, directly shaping platform priorities.
- Increased newsletter open rates by 10% through targeted improvements to subject lines, visual hierarchy, and email template design.
- Consolidated three separate client websites into one cohesive, responsive platform, improving brand clarity and user journey across story, resources, and services.
- Produced 50+ branded digital assets — social graphics, email templates, and marketing materials — maintaining visual consistency across channels.

- Designed cover, interior layout, and typesetting for *The Shift Cafe*, contributing to its 4.6-star Amazon rating.
- Customized Squarespace, Webflow, and WordPress themes using HTML and CSS edits to match client brand requirements, beyond what page builders offer out of the box.

UX/UI Designer

May 2022 - May 2025

CGI | Fredericton, NB | Hybrid

- Designed end-to-end user journeys and multi-step flows for a health portal large-scale government application spanning 100+ screens.
- Conducted 40+ moderated and unmoderated usability testing sessions including participants with cognitive disabilities; improving task success rates from 55% to 97% through iterative design.
- Identified and resolved 20+ accessibility issues across content, structure, and UI in partnership with accessibility specialists and developers, achieving WCAG-aligned remediation.
- Analyzed drop-off points using Adobe Analytics to refine complex flows across high-traffic public services, reducing user confusion and friction.
- Redesigned critical sections of a federal multi-step application journey within a 300-person program, improving clarity at scale.
- Managed a 40+ component Figma design system standardizing variants, auto-layout patterns, and documentation to accelerate design workflow and ensure UI consistency.
- Presented usability and accessibility findings in bi-weekly sprint demos; collaborated on a program-wide presentation for federal stakeholders.

UI/UX Designer | Visual Designer

Aug 2017 – May 2022

Talent Diverse | Contract | Remote

- Led a 15-week UX initiative for an online education and career platform, coordinating research, concept testing, and MVP definition from kickoff through stakeholder sign-off.
- Designed a multi-page digital platform including a marketing site, LMS, and membership dashboard, delivering full documentation and assets for developer handoff.
- Synthesized survey findings into prioritized feature recommendations, presenting directly to the founding team to guide product direction.

UX/UI Design Mentor

Nov 2016 – Dec 2021

CareerFoundry | Remote

- Mentored 60+ students through multi-month design projects, delivering 120+ structured critiques across a large, concurrent roster.
- Coached learners on portfolio development, résumé writing, and case study storytelling — tracking individual progress and adapting feedback to each student's skill level.

EDUCATION

International Association of Accessibility Professionals, Certified Professional in Accessibility Core Competencies (CPACC), 2024

SAFE , Certified SAFE 5 Practitioner, 2024

CareerFoundry, User Experience and User Interface Design Specializations, 2016 -2018

Mactech Distance Education, Creative Digital Media Diploma, 2014

References available upon request