

# Tammaye Grissom

Senior User Experience Designer & Information Architect with over 20 years of experience

## Key Accomplishments

- Design of a component library for an API-driven portal for back-office medical liability insurance software
- Architecture and design of section indexes to elevate hundreds of pages of editorial, interactive, and value proposition content for a financial services marketing site
- Defined architecture for thousands of pages of both marketing and intranet content and led several teams in CMS migrations

## Constellation

Medical Professional Liability Insurance Carrier

Principal User Experience Architect April 2021-Present

- Story mapping, user flows, service blueprinting in Mural for major digital transformation initiative
- Extensive Axure prototyping of portal environment integrated with new backend business software
- Co-led team of six developers in adoption of Agile during interim without team director or scrum master

## Ameriprise Financial

Financial Services Company

User Experience Strategist November 2017 – March 2021

- Synthesized research and data findings into strategic recommendations for feature prioritization
- Delivered Landscape Analyses assessing existing analytics, competitor approaches, business insights
- Developed KPIs & Measurement Strategies for new features; recommend validation research

User Experience Architect April 2016 – October 2017

- Developed Xmind sitemaps, Axure wireframes, user flows, and prototypes for multiple Agile teams
- Facilitated card sort research and collaborated with developers on Pattern Library architecture
- Maintained content migration matrix for large site with shared and unique content in new CMS

## MedTouch

Healthcare Digital Agency

Senior User Experience Architect March 2015 – February 2016

- Developed Xmind sitemaps, Axure wireframes and migration plans for multiple client projects
- Defined taxonomies for dynamic display of related content
- Directed multiple types of user research

## Practice

- User-centered Design Thinking
- Information Architecture
- UI and Interaction Design
- Mapping & Flows
- Usability Testing
- Adobe Creative Suite
- Axure, Mural

## Contact

- [tammaye@gmail.com](mailto:tammaye@gmail.com)
- 386-846-0499

## Portfolio

- [www.tammaye.com](http://www.tammaye.com)

Tammaye.com

Freelance

User Experience Designer June 2014 – April 2015

- Developed Illustrator digital ecosystem maps, service blueprints, and Axure mobile app wireframes for a customer experience initiative with an interactive agency working for a major US automobile manufacturer
- Architected, designed and developed a Wordpress website and Illustrator logo for a Florida restaurant

Also with

Embry-Riddle Aeronautical University as Web Content Manager, The George Washington University as Assistant Professorial Lecturer, TammayeGrissom.com as Principal Designer + Developer

## EDUCATION

Florida State University

Master of Science, Interactive Communication

University of Florida

Bachelor of Science, Journalism

Daytona State College

Associate of Science, Graphic Design