

TAMBA SAMBA

LEAD UX DESIGNER

🌐 www.tambasamba.design

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☎ 317-601-6352

EDUCATION

May 2010

University of Notre Dame *South Bend, IN*

Bachelor of Arts Industrial Design, CAPP

EXPERIENCE

April 2021 - Present

Salesforce *Indianapolis, IN*

Lead User Experience Designer

Experienced Salesforce UX Design Lead specializing in Service Cloud with a focus on agent experiences and setup/enablement.

- Design for a conversation component for service agents, enabling seamless customer interactions across multiple messaging channels
- Spearheaded the contact center modularity initiative, allowing customers to choose their preferred digital channels for servicing customers
- Established the Salesforce Setup Design Council to streamline and standardize the setup experience for administrators
- Created and implemented the Einstein Bot Intent Training Tool, which improved NLP models by identifying and removing ambiguous intents.
- Drove the design and development efforts for the Salesforce Einstein Bot Builder.

February 2021 - April 2021

DeliverEnd *Indianapolis, IN*

Head of Design

Established and led the Design practice at DeliverEnd, overseeing both Marketing and UX design initiatives.

- Implemented a B2B courier portal that provided delivery companies with alternate loads to deliver on demand

August 2018 - February 2021

Angie's List *Indianapolis, IN*

Principal User Experience Designer

Led UI/UX design team at ANGI Home Services, establishing the the design system, leading the design organization, and contributing to the rebrand to Angi.

- Led a UI/UX design team, Built and led the design organization, implementing workflows, owning all design aspects
- Collaborated with stakeholders and users to define design goals and requirements

- Managed the team, fostering career development and overseeing the creation of the "Cornerstone" design system
- Built and led the design organization, implementing workflows, and promoting web accessibility
- Played a pivotal role in the rebranding of Angie's List to Angi

July 2020 - February 2021

ANGI Diversity Equity & Inclusion Council '20

ANGI DE&I Council worked with executive leadership to encourage diversity, achieve equity, and foster inclusion for the ANGI Home services employees regardless of their identity.

- Organized support listening sessions for employees
- Currently organizing resource groups to help build employee communities

May 2016 - August 2018

Aprimo *Indianapolis, IN*

Sr. User Experience Designer

Collaborated with the Product team in an Agile/Scrum workflow to create visually-compelling and highly-usable designs for our SaaS marketing operations product used by Fortune 500 companies.

- Created fully interactive HTML and Flinto prototypes, allowing stakeholders to experience the product's functionality before development
- Helped modernize Aprimo's design after a rebrand from Teradata, incorporating new brand guidelines into the user interface for a refreshed look

March 2013 - May 2016

Angie's List *Indianapolis, IN*

User Experience Designer (Pro App Mobile Lead)

Leveraged standards and best practices for iOS and Android interaction patterns to design features for all AL mobile apps

- Implemented best practices and standards to design a user-friendly service provider mobile app on iOS and Android platforms
- Successfully managed multiple projects simultaneously (both desktop and mobile), adapting to changing priorities while consistently meeting deadlines with a high level of accountability

June 2011 - March 2013

Pacers Sports & Entertainment *Indianapolis, IN*

Pacer.com/Feverbasketball.com Web Coordinator

Responsible for daily maintenance and content planning for Pacers.com and FeverBasketball.com

- Designed and developed numerous micro-sites and landing pages
- Developed new strategies to sell tickets, drive website traffic and grow the Pacers' database
- Responsible for comprehensive Pacers and Fever game-day coverage with team of interns I hired and managed

ACTIVITIES & HONORS

2006-2010

Notre Dame Men's Soccer *South Bend, IN*

Student - Athlete

Played four years of Division I Soccer for the Fighting Irish

Three-time Notre Dame Monogram Club letter winner

Balanced both academic and athletic commitments earning 2007 Big-East Academic All- Star honors

- Big-East Regular Season Champions 2006,2008
- Big-East Tournament Runner-up 2007, 2009
- NCAA Appearances 2006,2007,2008,2009
- NCAA Elite-8 2006, 2007

May 2023 - Present

Next Academy Inc. *Indianapolis, IN*

Nonprofit Founder | Executive Director | Coach

Next Academy is a nonprofit organization based in Indianapolis with the goal to give kids access to affordable sports and educational programs without having to leave their community.

- Next 11 Academy is focused on creating opportunities to play travel soccer while challenging the standard pay-for-play model and lack of access to programs

PROFICIENCIES

Figma

Design Systems

Sketch App

Information Architecture

Adobe Photoshop

Wireframes

Adobe Illustrator

HTML

Adobe InDesign

CSS

Invision Prototyping

JavaScript/JQuery

Pixate Prototyping

After Effects

User Flows

Rhino 3D