

# enterprise ux/ui strategist / architect

**tina marie adams-sims**

san jose ca - usa

[tina.adams@gmail.com](mailto:tina.adams@gmail.com)

+1 408-472-4618

[d4htribe.com](http://d4htribe.com) | [LinkedIn](#)



## experience

### Director, Product Design [AdTech]

#### Yieldmo

NYC, NY - 5/21 - present

AdTech company leading the industry in unique ad experiences and optimizing unaddressable inventory with AI.

- Co-Lead strategy, with VPs of Product, on the creation of a ground-up Buyer & Seller platform for external/internal customers, as well as research/restructure/redesign internal tooling, and lead R&D ad format design team.
- Strategize with Leadership Team on realizing future company goals and milestones and european expansion strategy and deliverables.

### Chief Design Officer [Advisory - Enterprise Software & Hardware]

#### ThyReality

London, UK - 4/21 - present

Multi-vertical enterprise software/hardware company, democratizing technology and innovation for any size business: Fleet Mgt, Health, Security, Social, AR/VR, Crypto, ERP & Logistics, Quantum computing

- Lead global design and strategy of software/hardware products across all verticals, R&D, and Marketing.
- Lead global expansion rollout with C-Suite Team and staged growth plans.
  - CEO US Entity: Established US LLC to enable key government, DoD, and military contract compliance. (NAICS, SAM, CMMC, HR, Benefits, Retirement, Company Policies/Handbooks/Training, IT & Security provisioning [SOC, ISO], Lawyers, Finance, Hiring), maintain m/m operations budgeting & projection for 3m tranche for 2022.

### Sr UX Designer 2 Enterprise Lead [MarTech]

#### PayPal

San Jose, CA - 7/18 - 4/21

Online global payment system enabling secure transactions. (Insight Global contract 1st 5 mo)

- Negotiated a modular platform suite approach with Stakeholders in order to incorporate disparate tooling and back-end repositories, under a shared offering umbrella, standardizing user experience and expectations, processes, tasks, code base, APIs, resulting in significant reduction in 'time to market', user errors, and scalability and growth with engineering and the ability to easily modify the codebase to ingest future back-end systems.

### Sr UX/UI Design Lead [FinTech]

#### Nelson@Google

Sunnyvale, CA - 8/17 - 5/18

An American multinational technology company focusing on artificial intelligence, search engine, online advertising, cloud computing, and more.

- Research, creation, & strategy of a ground-up, foundational tool for both Budget and Finance (Ops), that allow for; immediate insights, customizations, accountability, and decision-making, with custom role-based dashboards.

### UX/UI Lead Strategist [Self-driving vehicles]

#### Stealth Startup

Boston, MA - 1/18 - 6/18

Self-driving vehicle startup.

- UX/UI Design strategy of various interfaces for identified v1 users.
- Project Manager for Design and Engineering teams to ensure development parity and feasibility metrics with the AI Engineers.

### Sr UX/UI Design Lead, DB2 [Enterprise / Big Data / Watson AI]

#### IBM

San Jose, CA - 4/97 - 6/17

Enterprise big data industry leader.

- Owned and supported a number of product portfolios, each containing at least 5 enterprise products therein (largest portfolio was ~34 products).
- Design Lead for 3 Staff designers.

**Enterprise professional with 35 years of diverse design experience with a laser focus on users, pain points, usability, collaboration, and iconic outcomes based on solid user and industry research. Trained in Design Thinking, Agile, Process Re-engineering, Mentoring.**

Leader  
Creator  
Speaker  
Innovator  
Mentor  
Collaborator  
Full-Stack Designer  
• UX / UI / Research  
Lifelong Student  
Entrepreneur



## industries

Big Data      AdTech  
Enterprise      BioTech  
FinTech      Publishing  
MarTech

## services

SaaS - PaaS - IaaS - AaaS  
B2B - B2C - AI - ML - BA - BI

## education

SUNY New Paltz  
BFA : Graphic Design  
1982 - 1987 [no degree]