

# Tara Fedder

**UX Researcher**

**Portfolio:** tfedd.studio

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## Experience:

2022.06 - **UX Design Consultant**  
present Pleasant Pediatrics

- **UX Research & Feedback:** Collaborated closely with the software engineering team to provide critical feedback on the existing website design, identifying usability pain points and recommending actionable improvements to enhance user experience.
- **Brand Research:** Crafted brand guidelines and compelling graphic designs for the company's Instagram and website after conducting research into the target audience.

2022.10 - **UX Design Consultant & Regional Marketing Lead (Rockies)**  
2023.02 Connect for Animals

- **UX Design Contribution:** Collaborated with the product team to enhance the user experience of the organization's digital platforms, applying design principles to ensure user-centric solutions and improve overall user satisfaction.
- **Cross-functional Collaboration:** Worked closely with various departments, ensuring marketing strategies aligned with organizational goals and user needs, reflecting the collaborative nature of UX design processes.

2019.05 - **Undergraduate Researcher**  
2020.12 Mellon College of Science, Carnegie Mellon University

- **Research Planning & Execution:** Led comprehensive research on the Biofilm regulating peptide induced by Competence (briC) gene in *Streptococcus pneumoniae*, demonstrating a keen ability to identify research objectives, design experiments, and analyze complex data.
- **Collaborative Research:** Worked closely with a multidisciplinary team, fostering collaboration and ensuring alignment in research goals and methodologies, mirroring the collaborative nature of UX design teams.

## Education:

2021.08 - **BFA, Digital Design**  
2024.05 University of Colorado Denver

- **Relevant Coursework:** Design Thesis Research, Interactive Media I-III, Design Studio I-II, Typography I-II, Motion Design I-II

2018.08 - **BS, Biological Sciences (Transferred)**  
2020.12 Carnegie Mellon University

- **Relevant Coursework:** Design Center: DeXign Futures, Introduction to Professional & Technical Writing

## Awards & Publications:

Aggarwal, S.D., Gullett, J.M., Fedder, T., et. al. (2021). Competence-Associated Peptide BriC Alters Fatty Acid Biosynthesis in *Streptococcus pneumoniae*. *mSphere*, 6(3), e0014521. DOI: 10.1128/mSphere.00145-21

Small Undergraduate Research Grant (SURG), Carnegie Mellon University, 2019.