Tamara Hendley

✉ tamara.hendley93@gmail.com   💻 www.thebrainsbehindit.com   📞 (313) 980-1040

PROFESSIONAL SUMMARY

From Management Consulting to Investment Banking to co-founding a startup, my love of solving real problems has always taken priority. Strong empathy combined with a passion for creativity and innovation drives my proven ability to take a great idea from conception to completion. I am interested in product management, strategy, & user experience roles that allow me to leverage this skillset.

EDUCATION

Howard University | 2011 - 2015
Washington, D.C.
Executive Leadership Honors Program
Bachelor of Business Admin. | Major: Finance
Honors: Summa Cum Laude | GPA: 3.92/4.00

Wayne State University | 2015 - 2016
Detroit, MI
Master of Science in Accounting
GPA: 3.86/4.00
CPA, licensed in CA & MI

SKILLS

⚙ Strategic Thinking

⚙ Roadmapping & Prioritization

⚙ Agile Methodology

⚙ UX/UI Basics & Figma

⚙ Stakeholder Management

⚙ Power BI, Data Analysis

WORK EXPERIENCE

JoinLinks Inc. | Los Angeles, CA
2021 - 2025

Co-Founder, Head of Product

JoinLinks is available in the App Store!

Co-founded a Los Angeles-based social app with the mission of helping people new or native to a city find activities specifically aligned to their interests, as well as connect them with people to attend the activities with.
- Conducted user research, established product vision, developed our product roadmap, and worked closely with Developers as the sole Product/UX/UI designer to design the application in Figma; leveraged AI in my design process
- With limited resources and a very small team, we grew to 6,000+ users over 2 years with significant presence and name recognition in the LA community

The Brains Behind It Consulting | Los Angeles, CA
2024

Founder & Principal Consultant

Founded my own strategy & design consulting firm and engaged with Siebert Williams Shank on a 4-month project to develop and execute a strategy for quantifying and visualizing the community impact of the Firm's extensive deal activity and employee volunteer work.
- Used reasoning skills to identify appropriate data inputs, cleaned and prepared data, created the data model in Power BI, and built dynamic and user-friendly dashboards based on stakeholder needs
- My work was used to populate the Firm's first *Impact Report*, which was posted on their website and distributed externally to hundreds of clients

UBS Financial Services | Los Angeles, CA
2018 - 2024

Investment Banking Analyst ('18) Associate Director ('19) Director ('22)

As an Analyst/Associate, managed the request for proposal and deal execution processes for the West team, serving on more than $4 billion in deals. Identified the need for an internal system to manage client touchpoint data and improve content visibility. Pitched and accepted a new role as Strategic Design Associate, with the *Pipeline Database* as my first project.
- Established the product vision & roadmap, conducted user research with stakeholders, fully designed and coded the database, conducted UAT, led the rollout and training sessions for the Department, and maintained data integrity on a go-forward basis
- This product reduced time spent on core processes from hours to just seconds and I earned a promotion to Director

Deloitte & Touche LLP | Detroit, MI
2016 - 2018

Advisory Consultant

Worked on a 60-member internal team tasked with developing LeaseController, a web-based software tool for storing, analyzing, and reporting lease accounting information.
- Even as one of the most junior members of the team, was formally recognized by the Lead Partner on the project for my individual contribution in discovering accounting errors and propelling the team through testing efficiently under pressure
- Was then engaged to support a Fortune 20 client in beta testing and implementing the software. While on-site, leveraged real-time client feedback to propose UI/UX improvement to the Development team