

TAMARA HENDLEY

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Experience

Startup Co-Founder & Product/UX Lead | JoinLinks Inc.

2025

Consumer Social App | 8,500+ Users | iOS & Android | Los Angeles, CA

- Co-founded a social app focused on solving the loneliness epidemic amongst Los Angeles transplants, serving as our product & user experience lead
- Owned product vision, strategy, roadmap, user research, and design end-to-end (as a part-time passion project from 2021-2024, and full-time in 2025)
- Used generative AI (ChatGPT, Figma Make) as a thought partner for competitive analysis, concept testing, and prototyping, helping me shrink design decisions from days down to minutes
- Partnered with our engineer every sprint to find design and code tradeoffs that helped us ship faster without sacrificing quality on a very small budget
- After release, used surveys and in-person group interviews to figure out why people weren't using our app properly, then pitched, designed, and shipped key features to fix it
- These new features grew our user base more than 3x (2,500 to 8,500+ users), our daily active users 25x (25 to 670 users), and increased average session duration significantly
- Set success targets up front and beat every one of them, including 70+ new communities launched against a goal of 30, and more than 2,000 users joining a community in the app against a goal of 500

Founder & Principal Consultant | The Brains Behind It Consulting, LLC

2024

Data Strategy & Visualization | Siebert Williams Shank Engagement | Los Angeles, CA

- Engaged by Siebert Williams Shank to build the strategy and data behind its first-ever Impact Report, quantifying the real-world effect of the firm's \$1T+ in deal activity
- Translated municipal deals into human-scale metrics people understand (school district deals into students reached, hospital deals into patients served), data points no competitor had published before
- Scoped the problem with stakeholders, got senior leadership buy-in on my approach, and ran weekly check-ins to keep everyone aligned on a compressed 4-month timeline
- Sourced and cleaned data from scattered internal and public sources, designed an employee survey to capture volunteer and donation data the firm can reuse annually, modeled everything in Power BI, and built dynamic dashboards for the marketing team
- Delivered on time; the report went out to hundreds of clients and is featured on the firm's website

Director ('23), Associate Director ('19), Analyst ('18) | UBS Financial Services

2018 – 2024

Municipal Investment Banking & Internal Product Development | \$4B+ in Deals | Los Angeles, CA

- Ran deal execution and RFP processes for the West region team, serving as primary support on more than \$4B+ in deals and hundreds of proposals and presentations for issuers like the State of California
- Noticed our department was losing hours (and juniors) to manual, error-prone work, so I pitched the department head on a strategic design role focused on building internal tools to address the gaps
- Built an internal product called the Pipeline Database from scratch in under a year: interviewed everyone from junior bankers to the department head and turned their processes into requirements; then picked the best build option within our zero-budget reality (Microsoft Access) and designed and coded the front and back end, teaching myself SQL and VBA along the way
- The Pipeline Database automated our weekly pipeline report and compliance approval emails, cutting a 3-4 hour weekly manual process down to one click and a few seconds
- It also facilitated knowledge-share throughout the department, featuring an ability to perform keyword searches of client deliverables with direct links to their location in our departmental shared folder
- I led testing, training, and the department-wide rollout, then owned data integrity going forward; earning a promotion to Director for the impact

Advisory Consultant | Deloitte & Touche LLP

2016 – 2018

Management Consulting | Accounting & Reporting Transformation | Detroit, MI

- Served on a 60-person team building LeaseController, an enterprise tool for storing, analyzing, and reporting lease accounting data
- Validated the tool's underlying accounting calculations, caught critical errors, and was recognized by the Lead Partner for getting the team through testing under pressure as one of the most junior people in the room
- Supported a Fortune 20 client on-site through beta testing and implementation, turning real-time user feedback into UI/UX improvements for the development team

Education

Howard University Bachelor of Business Administration, Finance Summa Cum Laude Executive Leadership Honors Program Washington, D.C.	2011 – 2015
Wayne State University Master of Science, Accounting Certified Public Accountant (CPA), Licensed in CA & MI Detroit, MI	2015 – 2016

Skills & Interests

Skills: Process Automation, Workflow & Requirements Design, Product Strategy & Roadmapping, User Research, Stakeholder Management, Training & Rollout, Data Strategy, Data Modeling, Database Design, Dashboard Design, Financial Modeling, Municipal Finance & RFPs, Accounting (CPA)

Tools: Excel, SQL, VBA, Microsoft Access, Power BI, Figma, Figma Make, ChatGPT, Claude, Claude Code

Interests: Seamless/Frictionless Experiences, Systems Thinking, Responsible AI, Product & Feature Analysis, Automation