TAMARA HENDLEY

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Profile

Highly curious finance and accounting professional with a product mindset and a track record of improving how tools and processes look, work, and feel. Has taken on product management work in ambiguous, resource-constrained environments, including building an internal tool to address a departmental gap at a banking firm, as well as co-founding a small social startup. Seeking a product management role to build on that foundation and grow into an experienced product leader.

Experience

Startup Co-Founder & Product Manager/UX Lead | JoinLinks Inc. 2021- 2025
Consumer Social App | 12,000+ 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 manager & 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 users weren't utilizing our app to its fullest potential, then pitched, designed, and shipped new features to fix it
- The new features grew our user base more than 3x (2,500 to 8,500+ users), our daily active users more than 25x (25 to 670 users), and increased average session duration significantly
- Defined success targets up front and beat each of them, including 70+ new communities launched against a goal of 30, and more than 2,000 users joining a community 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 bid & deal execution 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, and 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 and designed and coded the front and back end, teaching myself SQL and VBA along the way
- Served as Product Manager, balancing competing requirements from stakeholders, developing and managing the product roadmap, and performing frequent testing & feedback sessions to identify and prioritize new features
- The product fully automated our multi-layered weekly pipeline process, cutting 1-4 hour manual processes down to one click and a few seconds
- I led testing, training, and the department-wide rollout, then owned data integrity going forward; earning a promotion to Director for the overall 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 the 2nd largest company in the world with on-site 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 2011 – 2015
Summa Cum Laude | Executive Leadership Honors Program | Washington, D.C.

Wayne State University | Master of Science, Accounting 2015 – 2016
Certified Public Accountant (CPA), Licensed in CA & MI | Detroit, MI

Skills & Interests

Skills: Problem-Solving, Empathy, Critical Thinking, Quick Learner, Process Automation, Workflow & Requirements Design, Product Strategy & Roadmapping, User Research, Stakeholder Management, Training & Rollout, Data Strategy, Data Modeling, Database Design, Dashboard Design, Financial Modeling, Finance, Accounting,

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, Entrepreneurship