

# Stacy Tomasi

UX Designer | Interaction Design | Usability Research

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## Summary

I came to UX the long way around. For 10+ years, I designed experiences for employees at Bay Area tech companies, diagnosing friction, translating between stakeholders, and shaping how people moved through physical and digital spaces. The methodology never changed, but my language around it has. Master of Science Candidate (MS) in User Experience, Kent State University, Dec '26.

## Portfolio / [TomiUX](#)

Select case studies in interaction design ([August Home](#)), usability research ([Philz Coffee](#)), and accessibility annotations for developers ([StubHub](#))

## Education

**Master of Science Candidate (MS) in User Experience**, Kent State University, Dec 2026

**Coursework:** Interaction Design, Accessibility & Universal Design, UX Evaluation Fundamentals, Intro to User Experience, UX Processes & Practice.

**Bachelor of Science (BS) in General Psychology**, Capella University

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## Skills

**Research & Evaluation:** Usability testing (moderated & unmoderated), heuristic evaluation, cognitive walkthrough, user interviews, surveys, affinity mapping, journey mapping, user personas

**Interaction Design:** Prototyping (Figma, paper), wireframing, task flow analysis, design patterns, iOS/Android UI, card sorting, information architecture

**Accessibility:** WCAG 2.1, VoiceOver (Mac & iOS), Color Contrast Analyzer, Coblis

**Tools:** Figma, FigJam, UserTesting.com, Google Workspace, Canva, Slack, Lovable, GitHub, Simplr, Claude AI

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## Professional Experience

**Operations Manager, FRI Energy Consultants**, San Jose, CA    Apr 2023 – Present  
*(previously Office Manager, Apr 2012 – Feb 2018)*

- Redesign service processes and resolve operational friction points on a project basis
- Translate complex technical information into clear client-facing documentation and proposals
- Track performance metrics and report outcomes to leadership for systems built to run independently between engagements

**Workplace Services Manager, Illumio, Sunnyvale, CA**

Jul 2022 – Apr 2023

- Conducted user research with new hires to evaluate onboarding experience; identified pain points and redesigned resource materials for improved clarity and usability
- Designed Return to Work protocols, translating ambiguous post-COVID requirements into a structured, user-friendly experience
- Developed a digital communication strategy to improve employee awareness and engagement with workplace programs

**People Experience Manager, WorkBoard, Redwood City, CA**

Jun 2021 – Jul 2022

- Designed and launched a company-wide intranet in the first 60 days, achieving 91% adoption through intentional information architecture and content strategy
- Designed end-to-end attendee experience for 250-person company off-site, owning hotel, F&B, A/V production, transportation, and on-site engagement
- Managed delivery of a vendor-led Leadership Impact Program, owning all logistics, communications, and participant experience for 25% of the employee base
- Planned and facilitated quarterly OKR alignment off-sites and 10+ monthly hub meet-ups for a distributed workforce

**Engagement Manager, Coursera, Mountain View, CA**

Feb 2018 – Jun 2021

*(promoted from Administrative Project Manager / Space Planner)*

- Managed a \$1M employee experience budget, setting priorities, allocating resources, and evaluating ROI; drove a +6% increase in employee engagement across a globally distributed workforce
- Forecasted headcount growth and led a \$1.3M capital expansion project from initial pitch through delivery, interviewing senior leaders, designing a spatial program, and scaling on-site capacity from ~425 to ~800 employees across a new building
- Conceived, pitched, and executed Camp Coursera, a week-long virtual event for 800+ globally distributed employees, taking the program from idea to delivery in three weeks
- Designed, branded, and launched a 5-program virtual event system for ~1,000 employees during COVID, building the logo system, flyer templates, and program identities in response to research on isolation and connection needs
- Directed and produced a 33-second launch video using a pain, promise, reveal narrative structure to introduce the program system and drive program enrollment
- Partnered with 11 ERGs and Coursera's Sr. Director of DEI to curate speakers and inclusive programming for a globally diverse employee base

**Earlier Roles**

**Product & Gear Assistant, BabyCenter**

Nov 2014 – Apr 2017

- Created and structured 2,500+ product pages; supported editorial workflows and the Moms' Picks Annual Awards (concurrent contract)