

# Terri Kramer

## Product Designer

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## At a Glance

10 years experience as a UI/UX designer, front-end developer, and business owner.

### Advanced / Expert

Photoshop, Sketch, Balsamiq, Semantic  
HTML, CSS, Javascript, LESS, Apple Human  
Interface Guidelines

### Basic / Intermediate

Swift, Objective-C, Scala, Android Material  
Design

### Tools + IDEs

Git, SVN, IntelliJ, Xcode + Interface Builder,  
JIRA, Confluence

### Frameworks + Libraries

Play Framework, JavaServer Pages, JQuery,  
(Beginner) React, Typescript

## Work History

### Lead Designer, Co-Founder & CFO • Plausible Labs

San Francisco, CA + Brooklyn, NY (October 2008 - April 2017)

- Co-founded Plausible Labs as a worker-owned software cooperative in 2008.
- Supported a team of four senior engineers.
- Designed and developed all iterations of corporate website.
- Prepared budgets, financial projections, and taxes.
- Acquired new clients and managed client relationships.

Notable achievements:

- Lead/sole designer of comiXology's Comics application for iOS and Android. Comics became the Top Grossing iPad app — storewide — of 2012.
- Entered into a revenue sharing partnership with HockeyApp, a complete platform to manage crash reports, beta distribution, and beta user groups across the lifecycle of an application.
- Designed guided, drag-and-drop method for integrating the HockeyApp library in Xcode projects, greatly simplifying the process for new developers.

- Helped negotiate \$4.3M sale of our interest in HockeyApp to Microsoft, as part of Microsoft's HockeyApp acquisition.

Website: [www.plausible.coop](http://www.plausible.coop)

### **Web Content Editor • Three Rings Design**

San Francisco, CA (August 2007 - October 2008)

Three Rings Design (acquired by SEGA in 2011) was a San Francisco-based developer of online games. I started at Three Rings as the Office Manager (see: below) and transitioned to web developer after a year. I was responsible for maintaining and developing all of their web assets. I primarily worked on the site for their flagship game, Puzzle Pirates, for which I led a complete site redesign in June 2008. The Puzzle Pirates site uses a custom tag library built with JSP and gettext for localization.

Puzzle Pirates: [www.puzzlepirates.com](http://www.puzzlepirates.com)

Other responsibilities at Three Rings included: developing HTML newsletters, affiliate micro-sites, web analytics, A/B testing, and graphic design for web and online advertising.

### **Office Manager • Three Rings Design**

San Francisco, CA (July 2006 - August 2007)

Three Rings had recently accepted investment funds and needed someone to oversee their expanding office space. During my tenure as Office Manager, the company grew from 18 to 30 employees. I managed all steps in the staff recruiting process, including being the first filter-point for résumés.

To accommodate a growing staff, the company had recently moved into a downtown SOMA loft which was virtually empty when I came on board. I worked with the design team at Because We Can to build out the interior office space into a Jules Vern-inspired fantasy.

Photo Essay: <https://www.wired.com/2007/07/gallery-nemo-office/>

Other responsibilities as Office Manager included: day-to-day accounting using QuickBooks, game-related billing support, budget analysis, managing contests and prize distribution for Puzzle Pirates, coordinating office parties and monthly game nights.

## **Education**

### **California College of the Arts, Extended Education**

San Francisco, CA (Fall Semester, 2007)

- Intro to Graphic Design
- Intro to Typography

### **San Francisco State University, Humanities**

San Francisco, CA (1999 - 2005)

- Focus on European cultural studies
- Heavy expository essay writing
- Completed 12 units in Cinema Studies: History, Production, and Theory