

# Lucy Tiao

## Product Designer

San Mateo, CA  
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### SUMMARY

An empathetic problem solver with a proven record of enhancing user engagement and accessibility. Enjoy tackling complex challenges to serve people with different cultural backgrounds.

### DESIGN EXPERIENCE

**UX Designer - Harvard Business Publishing** Apr 2023 - Current

Designing the new responsive e-learning web platform for future leaders in Fortune 500 companies.

- Collaborating closely with PMs, developers, learning designers, and content editors to lead the design of scalable components and content frameworks for learning activities.
- Contributed to design systems to ensure consistency and simplicity of design components.

**Mobile App Product Designer - Yes Health** Nov 2021 - Dec 2022

Responsible for IOS and Android end-to-end interaction and visual design to provide health education and coaching in the agile product development cycle.

- Boosted user engagement by 12% through delivering personalized recommendation features.
- Led the design of app rebrand and improved product accessibility, resulting in direct positive customer feedback and qualification of business partnership.
- Collaborated cross-functionally with the product leads, developers, sales and marketing, health coaches, and customer support to align goals and customer needs.

**Web Product Designer - Sintroncorp** July 2021 - Nov 2022

- Crafted the company brand identity; designed and launched a new responsive company website.
- Led user research, testing and facilitated brainstorming sessions to identify problems and solutions.

**UI/UX Design Intern - Hummingbirdsday, LLC** Nov 2020 - Mar 2021

- Designed an end-to-end responsive e-learning website for AR/VR courses and mentorship; created journey maps, wireframes, and prototypes to validate design solutions.

**IoT Product Marketing Manager - Antzer Tech** Jan 2018 - Jul 2019

- Collaborating closely with PMs and developers to design and launch a demo fleet management tool for web, mobile and TV devices, which resulted in increasing product inquiries and customer leads.

### EDUCATION

University of California - Los Angeles, B.A. Communication Studies - Mass Media

### SKILLS

#### Industry Knowledge

- User Experience Design
- Product Design
- Interaction Design
- Visual Design
- User Interface Design
- User Research
- Wireframing
- Prototyping
- User Testing
- Accessibility

#### Tools

- Figma
- Sketch
- Adobe Creative Suite
- Maze
- Dovetail