

Sharon Tao

Product Designer

Data-driven Product Designer with 4 years of experience in UI/UX and user research, possessing excellent cross-disciplinary problem-solving and communication skills.

EXPERIENCE

Product Designer | C4ADS | 10/2023 – present

C4ads is an organization committed to uncovering and countering global illicit networks by leveraging data-centric analysis.

- Overseeing the product design lifecycle through multiple usability tests and iterations, ensuring that the product meets the differing business needs and development specs.
- Collaborated with a team of product managers, designers, and developers to deliver multiple feature updates for external and internal users, creating intuitive user flows, wireframes, graphics and branding assets, and a UI library.

Product Designer | Parsnip.ai | 05/2022 – 05/2023

- Led UX/UI iterations of the cooking app from its concept phase to launch, exceeding the KPI of 6,000+ user activations in 6 months with positive user feedback and 14k MAU. Doubled the user retention rate by implementing onboarding flow, emotional design tactics and gamification.
- Led the end-to-end design lifecycle of the EdTech website, redirecting to 4,000 installs in one week, and 30,000+ downloads in 6 months.
- Directed 16 iterations with developers, leading to a 60% increase in user conversion and a 400% rise in inquiries from investors and distributors in a month. Initiated 14 in-person usability tests, and 8+ design quality assurance(QA) sessions with the developer's team and content writer, ensuring pixel-perfect execution; and being awarded peer recognition for enhancing collaboration.
- Established and maintained a responsive design system (the UI components and visual foundation) following accessibility standards, fastening the development by 300%.

UXUI Designer | Rubin Museum of Art | 06/2022 – 01/2023

- Achieved executive goals by tailoring the online visiting experience with an onboarding guide.
- Presented interactive prototypes and digital analysis summaries to the executives, highlighting the design decisions with data gathered from surveys of 4500+ users, key stakeholder interviews, and Google Analytics reviews with 50k+ user data.

UXUI Designer | The Gentle Barn | 09/2021 - 05/2022

- Ran user interviews, and competitor analysis, analyzed the outcome to understand users' needs.
- Restructured the information architecture of Gentle Barn's site based on card sorting, tree testing, and A/B testing.
- Developed 3 user flows with prototypes, and designed new GUI for Gentle Barn's website, the deliverables received excellent feedback from business stakeholders.

Product Designer | Bridges International | 08/2020 – 08/2021

- Ideated design solutions to enhance user engagement by rapid prototyping a map-based community mobile app.
- Designed and executed social media campaigns and attracted an average of 220+ people to participate.
- Pivoted the social media strategy by designing solutions and producing animation videos with effective storytelling; presented the outcome to the executives and selected as the top 5 projects across the states.

UI Designer & Digital Media Producer | China Media Group(CMG) • Healthcare Channel | 08/2014 – 01/2019

- Led the management of two independent media products, collaborating closely with content writers to establish the brand identity and create digital content, ultimately attracting 1.5 million followers within twelve months.
- Won Special Award and 2nd winner of Excellent TV Program Selection: “Journey of Faith” on documenting the changes in public health and medical services;
- Produced the "Doctors of China" Awards ceremony, including its live broadcast on CCTV. The user base for new media live streaming reached 655 million, along with 108 million interactive engagements.
- Published an information science research paper on CSSCI core journal: The Transformation and Development Path of Broadcast Media in the New Media Environment: A Case Study of Online Radio

EDUCATION

Pratt Institute | New York, NY | GPA 3.9/4.0 | 08/2021 – 08/2023
M.S. Information Experience Design, Data Analytics & Visualization

Communication University of China | Beijing | GPA 3.7/4.0 | 09/2010 – 07/2014
B.A Television Editing & Directing, Journalism

SKILLS

- **UX/UI Design, Web Design, Wire-framing, Prototyping, UX Writing, User Flow, Low to Hi-fi mock-ups, Information Architecture:** Figma, Sketch, Adobe XD, Invision, Protocie, Zeroheight, Arduino, Procreate, Maya, Blender, C4D
- **Storytelling, Strategic thinking:** Emotional design, Storyboard, Personas, User Journey, Problem framing, Themes and Patterns Recognition
- **UX Research, Usability Testing, User Research, User Interview, Data Analysis:** Competitive research, Google Analytics, Amplitude Analysis, Usertesting.com, Optimal Workshop (Tree Testing, Card Sorting), Dovetail, A/B Testing, Miro, Mural, Heuristic Analysis
- **Data Visualization:** Illustration, Tableau, Plotly, Adobe Creative Suite
- **Developing:** HTML, CSS, Bootstrap, JavaScript, React, Python, SQL, GitHub, Git, Jira