






Chuan Tan

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About

With over 12 years of experience crafting intuitive, user-centered digital experiences, I specialize in turning complexity into clarity. I am passionate about design thinking and data-informed decision making, and I've applied these principles across environments ranging from fast-paced startups to enterprise-scale platforms.

Experience

Present	<div>UX Consultant</div> <div>C94 Design</div> <ul style="list-style-type: none">Led end-to-end UX strategy, research, and web design for clients in insurance and hospitality.Created wireframes, prototypes, and lightweight design systems to support responsive, accessible interfaces.
2022 – 2024	<div>Senior Manager, UX Design</div> <div>Thomson Reuters</div> <ul style="list-style-type: none">Managed a team of 6 designers on Westlaw's AI-assisted legal research platform.Drove UX strategy from discovery to launch, contributing \$55M in first-year AI feature revenue.Created prototypes to align stakeholders and validate AI features with users. <div><div></div><div><div>Designing AI legal research tool</div><div>4 min read</div></div></div>
2020 – 2022	<div>Senior Manager, UX Design</div> <div>TrustArc</div> <ul style="list-style-type: none">Oversaw UX design for enterprise privacy compliance software; managed a team of 4 designers.Led the development and governance of a design system. <div><div></div><div><div>Guiding development with user research</div><div>2 min read</div></div></div>
2016 – 2020	<div>UX Design Manager / Senior UX Designer</div> <div>Rogers Communications</div> <ul style="list-style-type: none">Led the UX team for e-commerce, support, and sales tools.Designed enterprise self-serve applications with a focus on responsive UI and service flows. <div><div></div><div><div>Boosting conversions on Rogers.com</div><div>3 min read</div></div></div>
2014 – 2016	<div>UX/UI Designer</div> <div>itravel2000</div>
2012 – 2014	<div>Web Designer</div> <div>Pink Triangle Press</div>

Education & Certification

2023	<div>Business Strategy</div> <div>McKinsey & Company</div>
2021	<div>UX Management</div> <div>Nielsen Norman Group</div>
2011 – 2012	<div>Master of Arts, Design</div> <div>Laval University</div>

Skills

- Design Thinking & Business Strategy
 - Digital Experience & Journey Mapping
 - Cross-Functional Leadership & Stakeholder Engagement
- UX Research & Data Synthesis
 - Wireframe, Prototype & UI Design
 - Workshop Facilitation & CX Audits