Tai Zhang

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Los Angeles, CA

Creative problem solver with diverse experience in user-centric design, product management, and optimizing lean operations. Detail-oriented builder with a passion for developing useful, usable, and enjoyable experiences. Seasoned leader with a knack for focusing on what's important, providing targeted direction, and delivering high-quality results.

Experience

Dekaliber.net | *www.dekaliber.net*

Owner & Lead Creative
2012 - 2014

- Provide freelance web/interface design and front-end development services for various clients, including contract work at New York based marketing and creative firms Infinite Media and Catman & Mary Productions.

McMaster-Carr Supply Company | *Santa Fe Springs, CA & Elmhurst, IL*

Part of a highly selective rotational management program at one of the leading suppliers in the $100 billion/year Maintenance, Repair, and Operations (MRO) industry. The program develops executive leadership skills through exposure to a range of operational competencies and business areas.

Finance Manager - Accounts Receivable and Credit Risk
2012 - 2014

- Led the West Coast region's accounts receivable department of 2 junior managers and 23 account specialists to establish strategies that reduce aging debt, achieving a reduction of 25% in bad debt loss between 2012 and 2013 by improving targeted reviews of risky customers.

Warehouse & Logistics Manager - Parcel Packing
2012

- Oversaw a department of 15 employees who assemble and pack over 10,000 daily shipments.

Product Manager - Customer Correspondence
2011 - 2012

- Improved customer communication and simplified their internal workflows by redesigning McMaster-Carr's system-generated documents for order confirmations and quotations.
- Led the development of a new document generation system to be used for all automated documents, saving $1MM between labor and postage costs.
- Advised executives and project teams across the department on information design strategies.

Art Director
2007 - 2011

- Managed creative department of 20 print & web content creators, photographers, and retouchers.
- Provided information design direction and strategy for Product Line Managers to create presentations that clearly illustrate the features and benefits of complex industrial products.
- Oversaw the digital and physical production of the company's 3,800 page catalog and graphic assets, ensuring high quality work while adhering to weekly production deadlines.

Product Manager - McMaster.com
2006 - 2007

- Conducted competitive research, formulated technical and business requirements, developed interaction flows, and redesigned the user interface to improve how customers interact with their order history information online.
- Worked with customers in the field to understand use cases and conduct A/B interface testing.
- Improved the user experience throughout the company's e-commerce site by leading a team of engineers to develop a responsive and dynamic new web application framework.

Web Developer
2005 - 2006

- Designed UI changes, implemented technical solutions, and analyzed behavioral metrics to improve various ordering, security, and account management features of McMaster.com.

Education

Cornell University, College of Arts & Sciences | *Ithaca, NY*
2001 - 2005

Bachelor of Arts in Information Science, concentration in Human-Centered Systems

Skills

Product Management	UI/UX Design	HTML/CSS/SASS	Microsoft Office
Art Direction	Print Design	JavaScript/jQuery	Photography
Information Design	Front-End Development	Adobe Creative Suite	Chinese (Mandarin)