Tammy
Xiaomin Tang

As a skilled design researcher and strategist who comes from a digital product background, I'm guided by the passion for designing with people in mind and how data & technology transform businesses, industries, and communities. I am looking for challenges empowering businesses through a human-centered lens in agile ways of working.

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Work Experience:

Panasonic — Design Researcher (Internship)
July 2019 - Current

- Method • Define, plan, and manage the end-to-end delivery of research, lab studies, ethnographic research, qualitative enquiry, statistical analysis, and data visualization.
- Scope • Advocate for user and market research in design team: refining customer expectation and satisfaction; market opportunity for business direction and branding strategy.
- Learning • Ability to assess the potential design implications of emerging developments and technologies, continuously optimize the design strategy.
- • Synthesize user research acumen and experience, and communicate deep analytical and meaningful insights into evidence-based actionable plans.

PHILIPS — Service Designer (Internship)
Jan-July 2018

- Method • Work through the entire design process; from user research, service architecture, to creating and testing new solutions using prototypes, and supporting the strategic direction and delivery of services at scale.
- • Work closely with the product owner, organize and facilitate cross-departmental co-creation workshops with internal and external stakeholders.
- Scope • Engaged in multi medical/healthcare projects: sleeping, diabetes, digital health/medical systems. Transfer research and development into local markets, refine user experience, develop business ecosystem; business partnering and process improvement.
- Learning • Understand how architectural service design relates to operations and how it impacts other business functions like R&D, IT, marketing, and sales.
- • Consciousness for ROI(Return on investment), budgeting, and cost.
- • Holistic and harmonised thinking about service and product roadmap and clearly articulate design decisions.

HOOOIN 厚盈科技 — User Experience Designer (Contract)
April - Nov 2017

- • Analyse and design complex IT software applications with high information density. A G2B (government to business) financial informatics website to track and trade non-performing assets.
- • Responsible for design process, includes usability testing to continuously iterate ideas and designs.
- • Work as a self-directed member of the development team, help ensure smooth deployments and satisfied customers.
- • Strong focus on data landscapes, data visualisation, and information architecture, understand of behavioural psychology.

CONTINUUM — Branding Designer (Internship /Contract)
2016/9-2017/1; 2017/5-6

- • Lead the rebranding design; marketing content and branding delivery.
- • Responsible for visual design delivery of projects that have gone to market using agile methodologies.

Royal College of Art — Design Thinking Crouse Facilitator
June-Sep 2019

Facilitate the short-term courses at Royal College of Art, includes:
Panasonic Creative Leadership Programme;
Newton Business School Executive Education Course;
National University of Singapore Executive Education Course;

Education:

Royal College of Art

MA of Service Design — 2018-2020
Mini MBA Module — 2020
(Masters in Business Administration)

Imperial College Business School

Executive MBA Module — 2019

The Entrepreneurial Journey Module is a team-based venture start-up programme. We develop a value proposition, carry out customer discovery research, validate the product or service, and create a fully-fledged business proposition.

ArtCenter College of Design

BSc of Human–computer Interaction (exchange program) — 2017 Los Angelas

Tongji University

BA of Communication Design
2014-18 Shanghai

Skills:

- Skilled qualitative research
- Ability with quantitive research
- Practical experience in software development lifecycle
- Strong UX/UI fundamentals
- Ability with coding HTML/CSS/JavaScript
- Strong visual communication and storytelling skills
- Understanding of basic machine learning, chatbots, image and speech recognition technologies

Work Experience:

Youth Innovation Academy

Design Thinking Program Developer
Jan 2017-Sep 2018, Boston, Shanghai

- Launch extracurricular programs within two international high schools.
- Develop the whole curriculum structure, including the responsibility of the Design Thinking module. Responsible for online marketing activities.
- Activity advisor and logistics planner of the summer program at the Massachusetts Institute of Technology, U.S.

CENTER FOR DIGITAL INNOVATION 同济大学数字创新中心

User Experience Designer
2016 Summer

Qualitative research methods; including interviews, expert evaluations, participatory design sessions and workshops, persona development.
- Improve end-to-end user experience, boost the analysis productivity, and improve operational efficiency.
- Work with stakeholders includes local hospitals and technical supporters.
- Responsible for UX/UI design for a chronic disease management platform.

Tools:

Visual: Photoshop, Illustrator
Analysis: Excel, SQL
UX: Axure \ Fireworks \ Sketch \ OmniGraffle \ Photoshop \ Figma \ Affinity Designer \ Markdown
Video: C4D, AfterEffects

Languages :

English	Fluent
German	Beginner
Mandarin	Native

Project Experience:

omit the brand (client) to comply with the NDA

Reimage Private Banking for Young High Net Worth Individuals (HNWIs)
Sep 2019 -Jan 2020

Collaborate with a major international private bank for customer experience of the younger generation, transforming the way that client advisors, wealth managers, and other resources engage with the clients according to their preferences, and to design models for determining these preferences. **We plan and execute qualitative and quantitative research activities, develop approaches and propositions that resonate with the needs of both clients and stakeholders, inform the design and strategic direction.**

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Transform Asset Management Wholesale Client Experience
April - June 2019

Work with a leading asset management company with multi-trillion dollar asset under management. The initial brief was to create new ways to serve the European wholesale client division (B2b2c market). Work with the teams across the European market to explore how their needs have shifted based on client's evolving preferences and to propose an innovative suite of services that delivers more personalised, responsive and relevant content. With our client, we collectively prioritised the B2B segment because the pain points on information provision were clearly evident in this context

City of BRADFORD METROPOLITAN DISTRICT COUNCIL

Engage Citizen Participant in Policy Making for Bradford City Council
Jan- March 2019

Work closely with stakeholders, propose a B2g2c(business to government to customer) service platform that improves social interaction within the communities in Bradford City. **We explore resident empowerment and council transparency improvement by running testing; includes recruiting, scheduling and logistics, co-creation, focus group, analysis and storytelling.**

United Way

Shape the Education Experience in Migrant Kindergarten
Dec - July 2017

Migrant children are experiencing poor early education with limited resources. More than 40 kids are set in one classroom, with only one licensed teacher and one baby carer. We **dive deep into big open questions, solve the very focused ones,** and propose and prototype a toolkit package for kindergarten manager, teachers, and parents, for better early childhood development.

CERN

Portotype Particle Scanning Technology into the Food Industry
April - Nov 2017

In collaboration with CERN, the European laboratory for particle physics, we demonstrate how innovative and disruptive technologies can address the world's most intractable challenges by combining science with design.

盒马

Explore Customer Experience for Online Grocery Shopping
Jan - June 2018

Collaborated with Alibaba Group's Hema Xiansheng groceries. Explore a compelling vision of a retail future that combines digital opportunities with real-world experience.