

# Andrea Shao

**3.5 years of experience** in product & UX design with a visual focus; **5 years** in UX research. Highly experienced in **consumer-facing, AI, mobile UX, and design system** solutions.

[tiantianshao.com](http://tiantianshao.com) (Password: ASAS)      [andreashao.design@gmail.com](mailto:andreashao.design@gmail.com)

## EXPERIENCE

### Product Designer, Clab AI | 06.2024 - Present

- Designed and launched three 0-1 features for a **Gen-AI B2B2C SaaS copilot**, enabling tailored college application support through AI-driven task management, prompts, and collaboration tools.
- Design user flows, wireframes, and prototypes for AI-driven features, refining **AI transparency and trust**, leading to a **55%** increase in AI-assisted task completion rate.
- Expanded a scalable design system using atomic design principles, improving consistency and reducing developer handoff time by **45 minutes** per project.

### Product Designer, Center for digital experiences at Pratt Institute | 10.2023 - Present

- Delivered UX recommendations to improve usability and accessibility for multiple clients, including identifying WCAG compliance issues for Perplexity, auditing NPR's content strategy, and designing UX improvements for a K-12 learning mobile app.

### Product Designer (Growth), Knowunity | 09.2023 - 01.2024

Knowunity is Europe's fastest-growing E-learning app, serving **13M+ users worldwide**.

- Redesigned home and profile pages, implementing **gamification** elements such as a progress tracking and achievement system to reinforce habit formation and increase **user retention**, driving **614.2%** growth in target users in Q1 2024.
- Defined the user model and designed wireframes, mockups, and prototypes to optimize interaction patterns and drive long-term retention.
- Led user research with 5 leading content creators, aligning the redesign with intrinsic motivation principles, projecting a **30.8%** boost in high-quality content uploads

### Product Design Intern, Polaris | 05.2023 - 09.2023

Polaris is a startup focused on talent recruitment, incubated by **Harvard Innovation Labs**.

- Designed and launched end-to-end solutions for an **AI-driven B2B2C SaaS** recruitment platform, reducing time-to-hire by an estimated **30%** through workflow automation and data visualization.
- Led user research to identify inefficiencies in applicant screening, informing designs that simplified complex workflows and increased recruiter satisfaction by **28.2%** in usability testing.
- Presented **AI automation design** rationales to founders, PMs, and engineers, ensuring feasibility and prioritizing implementation by impact and resources.

### UX Researcher (Content Creation), Kuaishou Technology | 03.2021 - 09.2021

Kuaishou is China's 2nd largest short-video platform, with **400M+** daily active users.

- Improved content discovery and engagement on the 2021 Tokyo Olympics news page, increasing Click-through Rate by **22.4%** and session duration by **18.7%**. Optimized creator tools for short-form content, reducing drop-off rates by **26%** in daily challenge participation.

## EDUCATION

### Pratt Institute | M.S. in HCI / Experience Design / Product Design

Recipient of **\$16,000 Academic Excellence Scholarship**

### University of Rochester | B.A. in Cognitive Science & Psychology (Double Major)

Magna Cum Laude; Highest Distinction in Both Majors; 4X Dean's list

## SKILLS

Interaction Design, Rapid Prototyping, UI Design, Visual Design, Wireframing, User Testing, User Flows, Information Architecture, User Persona, Journey Map, Product Thinking, Heuristic Evaluation, Focus group, Communication, Collaboration, Storytelling, Presentation

## TOOLS

Figma, Sketch, Adobe Creative Suite, Adobe XD, FigJam, Notion, HTML, CSS