Muchao Tang

Product Designer

muchao.me

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404-883-9604



2016-2018 US

2015-2016 Finland

2012-2016 China

Georgia Institute of Technology

MS - Human Computer Interaction

Lahti University of Applied Science

Exchange Student - Industrial Design

Jiangnan University

BE - Industrial Design

Experience

06/2018 - Now

Uber, Product Designer

- Design for Platiformization, Customer Identity (CIAM), Maps.

08/2017-12/2017

Georgia Tech, Graduate Teaching Assistant

- Assist in teaching CS8803 Mobile Application and Services digital product development, especially design and the UCD process.

05/2017-08/2017

Uber, Product design intern

- Worked in R2D(Rider to Driver) team to help improve the signup channel for riders to become drivers.
- Designed concepts for driver profile, R2D signup flow, and R2D One Uber to enhance discoverability and accessibility of Uber products.

Projects

06/2018 - Now

Standard Signup

- I lead the design of Standard Signup up. We are looking at building a unified account creation experience across all our products at Uber.

One Account

- I led the design of One Account. One Account will be the unified Customer Identity and Access Management system (CIAM) for Uber.

Maps routing diagnostics

- I lead the design of new features and data visualization on Maps routing diagnostics.

05/2017 - 08/2017

R2D One Uber, Product designer

- I led the design of R2D OneUber, to help users discover new Uber products and easily connect between the ones they already use.

01/2017 - present

Momentä - The fitness app, Design and research lead

- Momentä is "the fitness app" for reaching your fitness goals, with the focus of providing users with infinite motivation to work out.
- The 1st version of the app features gym buddy matchmaking, and running tracking.

Skills

Design

User Centered Design Low/Hi-Fi Prototyping Persona Storyboard Graphic Design

Research

Interview Survey Focus Group Contextual Inquiry **Affinity Mapping** Card Sorting

Evaluation

Cognitive Walkthrough **Usability Testing** 10 Heuristics

Tools

Adobe Suite Sketch Framer Invision Principle HTML+CSS Rhinoceros Keyshot

Interests

Guitar Scuba diving Travelling Swimming