Patrick Tan Product Designer

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Delivering delightful and memorable experiences across mobile and web to drive growth for teams

Experience

Pikkit

Product Designer I 2023 - Present

- Took all product design efforts from start to across the finish line
- Updated/revamped features include:
  - Lineshopping, Bet modal, Following page, Matchup page
- Newly introduced features include:
  - Betslip checkout, Dark Mode, App open summary, Trophies
  - Pikkit Pro features: CLV, Outcome analysis, Line and odds alerts, Scenarios, Projections, Pikkit on Web, Tutorial onboarding, Promos and Rewards Center
- Championed design system with developers to improve handoff and ensure consistency across the app

Growth & Product I 2022-2023

- Delivered at its peak a $2 CPA on Twitter ads through evergreen campaigns and bespoke weekly campaigns
- Managed all front-facing aspects of the Apple App Store (4.9/5) and Google Play Store (4.7/5) listings
- Launched a brand new website to boost SEO
- Assisted in incremental product changes for existing features
- Introduced a design system for all screens within Figma
- Launched first ever Pikkit Year in Review

Bally Design

Head of Marketing I 2020 - 2022

- Overlooked all internal and external marketing efforts
- Drove pipeline for the sales team using multiple channels
- Stewarded brand presence through different social media platforms and touch points facing current and potential customers
- Increased social media following by 140% in 7 months
- Nurtured Bally Design's relationships through engagement campaigns and cross-selling

Education

DesignLab

Advanced Figma, Data-Driven Design
Jan - Jun. 2025

Carnegie Mellon University

Masters of Science I Product Management
School of Computer Science + Tepper School of Business
Jan - Dec. 2020

Bachelors of Science I Marketing
Tepper School of Business
Minor in Media Design
2015 - 2019

Skills

- Creative ideation to drive usage and app growth
- Data-Driven Design
- Prototyping
- UI/UX Design
- Market and User Research
- Data Analysis
- Team leadership and management
- Written and verbal communication

Applications

Figma	Photoshop
Spline 3D Modeling	Procreate
Webflow	After Effects
Illustrator	Premiere

References available upon request!