

# WEI TANG

Currently as the lead product designer at InMarket, I'm an impact-driven design professional with a mixed background in UX design, business administration, and architecture. With design skills and a business mind, I'm looking to drive success for both user experience and business growth across various digital platforms and products.

## WORK

### Lead Product Designer

#### InMarket

08/2021 - Now

- Own end-to-end product design for GeoLink platform, and helped it to win "Product of the Year" at the 2022 Sales and Marketing Technology Awards
- Launched GeoLink Asynchronous Avails that reduced average user campaign setup time from 49 mins to 16 mins, and retained extra \$6.7M for the client spend
- Delivered GeoLink Reports that improved the SUS score from 72.5 to 91.25 (from above-average usability to excellent usability)
- Delivered GeoLink Custom Landing Page feature that reduced turnaround time from 3 days to 1.5 days
- Launched Sales Attribution by Dimension for LCI Measurement that increased revenue by 83% YOY
- Launched InMarKit, the company's 1st design system, and continue to maintain it with the team, leading to 30% time saving for prototyping and 40% time saving for front-end implementation
- Lead design strategy, experimentation, roadmap planning & execution for various InMarket SaaS marketing platforms, including GeoLink, Ventura, LCI Measurement, and the Unified Platform
- Work with product leaders to develop product strategies, and decide on KPIs

### Volunteer as UX Team Lead

#### OneBusAway (Non-profit)

08/2021 - Now

- Build the UX team from 0 to 3 people (2 designers + 1 researcher)
- Manage the UX team to constantly improve the user experience for OneBusAway's 27,000 DAU
- Lead the UX team for various version releases on iOS and Android platforms, including version 21.1 - one of the biggest releases to improve user experience
- Established communication channels and collaboration platforms for the UX team
- Mentor junior designers and junior researchers on the UX team

### Designer I, II, III

#### Perkins&Will

01/2016 - 08/2021

- Launched the 1st version of MassMetrics - a plugin for Rhino that reduced over 5,000 labor hours annually for urban planning teams
- Launched Storyboard - an internal project review SaaS platform that served over 2,000 employees across 24 global offices with an SUS score of 91
- Collaborated with PM and Unity engineer to design VR experience for clients, and speeded up the decision-making process by 3 weeks
- Improved the user experience for Return To Studio (internal return-to-office management platform) with a heuristic evaluation report of 9 critical findings
- Launched COVID-Surge Dashboard for a large local medical center network and saved 1500 lives by estimation in 2020
- Collaborated with PM, engineers, and designers to deliver various internal SaaS platforms and software plugins to support the company's core business

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## EDUCATION

### UX Specialization

#### University of Michigan

01/2020 - 10/2020

User Experience Research and Design Specialization  
(Certificate# QA35T6VC2XRR)

### Master of Architecture

#### University of Pennsylvania

08/2014 - 12/2015

PennDesign Scholarship (Top 5%)

### Bachelor of Architecture

#### Shanghai Jiao Tong University

09/2009 - 06/2014

Bachelor of Business Administration (Minor)

## SKILL

User Interview  
Competitive Audit  
Personas  
User Flow  
Affinity Wall  
Ideation  
Wireframing  
Prototyping  
Heuristic Evaluation  
Usability Testing (In-Person/Remote)  
A/B Testing  
Motion Design  
Video Editing  
VR/AR

## TOOL

Figma  
FigJam  
Adobe XD  
Sketch  
Miro  
Fullstory  
Pendo  
Photoshop  
Illustrator  
AfterEffects  
Rhino  
HTML/CSS/Javascript  
Jira