

# Sophia Tang

UX Designer/Product Designer



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sophiatang0804.github.io/portfolio

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## SUMMARY

UX designer with 8+ years working experience across E-commerce, AI-powered IoT and cloud computing. Familiar with native, responsive web and desktop software design.

Long-term global working experience with good cross-functional collaboration and English communication skills. Experienced in leveraging design methodologies to uncover user needs and generate actionable insights and drive user-centered design from inception to shipping.

Specialized in design thinking methodology, UX design, user research, visual design, information architecture, usability testing.

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## WORKING EXPERIENCE

### StubHub

Product Designer

Apr 2020- Jul 2022

Shanghai, China

Core designer, responsible for E-commerce platform design, strongly good at generating actionable insights through marketing, user and data analysis, and transforming them into products, services and experience design strategies that can create sustainable business and user value.

- Lead the StubHub Design System to provide consistent design guidelines and design kits for cross-functional teams and global design team for effective collaborations
- Lead the buyer payment and seller payout experience design
- Lead the messaging design that delivers the highly contextual, relevant and consistent communications to customers that can delight them, thus enhancing brand loyalty and customer engagement
- Work on post-purchase design such as delivery and fulfillment and my account design

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### eBay

Product Designer, StubHub

Sep 2019 - Apr 2020

Shanghai, China

Core designer, work for StubHub, a multi-billion dollars international platform owned by eBay.

- Lead the user identity and authentication design that provided a unified sign in/up and experience for both native app and web platform
- Lead the seller payout design for cross-border sellers (US & CA) including brokers and individual sellers, which leads to a 23% YoY revenue increase after it released
- Supervise and lead the design of multiple internal AI initiatives such as machine learning platform, alerting platform, audiences platform, etc that support business requirements for StubHub platform

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### IBM

UX Designer, IBM Watson IoT

Apr 2018 - May 2019

Shanghai, China

Core designer, design the user experience for manufacturing analytic SaaS products and AI solutions. Work closely with research, business and development leaders to align with business strategies and empower global manufacturing enterprises such as Schaeffler(China), Ford, TCL, Wistron, SAB, L'Oreal, etc.

- Responsible for the design of Quality Inspection Insights (IoT AI Visual & Acoustic Inspection)
- Responsible for the design of Production Optimization

## UX Designer, IBM Cloud

Jan 2015 - Apr 2018  
Shanghai, China

Core designer, apply agile design sprint to design the end to end user experience for cloud-based IaaS and PaaS products for enterprises.

- Lead of the design of the IBM Cloud Monitoring & Logging Services
- Responsible for the IBM Cloud console design
- Act as the project manager role and the core designer of the Bluemix China Landing design with 21Vianet. Focusing on localization for China market(From 0 to 1)
- Lead of the design of IBM Cloud Ops Platform(From 0 to 1)
- Responsible for the IBM Cloud Management with OpenStack

## UX Designer, IBM Design

Jan 2015 - May 2019  
Shanghai, China & Austin, Texas, US

Core designer, advocate for IBM design branding and contribute to studio promotion and culture building and talents cultivation.

- Host and facilitate design thinking workshop for IBM external clients and internal IBM teams
- Act as the service lead of IBM East China Volunteer Association(2018, 2019)
- Act as the program co-lead(2015, 2018) and program lead(2018, 2019) of Shanghai studio skill development team
- Act as the education lead of IBM CDL UXL operation team(2016, 2017)
- Participate in IBM 2015 Winter DesignCamp

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# LKK Design

## Design Intern, ID Department

Oct 2011 - Jun 2012  
Chengdu, Sichuan, China

Responsible for industrial design and information communication such as consumer electronics, eco-office products and way finding system for industrial park.

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## EDUCATION

### The Hong Kong Polytechnic University

Master of Design (MOD), Interaction Design

Sep 2013 - Oct 2014 | Hong Kong, China

### Southwest Jiaotong University

Master of Science (MSc), Industrial Design

Sep 2012 - Jun 2013 | Chengdu, Sichuan, China

### Southwest Jiaotong University

Bachelor of Art (BA), Industrial Design

Sep 2008 - Jun 2012 | Chengdu, Sichuan, China

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## LANGUAGE

**Mandarin** (Native) | **English** (Fluent) | **Cantonese** (Basic)

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## SKILL

Sketch | Abstract | Invision | PS & AI & AE | HTML & CSS & JS

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## CERTIFICATES

- IBM Agile Explorer
- Manage the Business
- IBM Blockchain Essentials
- Build Chatbots with Watson Conversation
- Enterprise Design Thinking Co-Creator
- IBM Cloud EssentialsIoT - Optimize Operations with AI - Introduction