

Willis Tiao

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About

I am a multidisciplinary designer with experience designing and developing front end applications. With my background in mechanical engineering, I am always deconstructing products and looking for feasible solutions to solve pain points. Whether it's physical or digital, I am passionate about building meaningful connections between product and user.

Experience

Product Designer, Front End Developer

Pixel Film Studios
2020 - current
Laguna, CA

Led design initiatives across customer facing front-end experiences, including macOS native, web, and plugins integrated into Final Cut Pro. Audited and extended existing visual identity to establish a design system accelerating the product development life-cycle. Communicated with stakeholders, developers, and researchers to validate designs.

Motion Graphic Designer

Pixel Film Studios
2019-2020
Laguna, CA

Conceptualized and animated 300+ 2D and 3D motion graphic assets, using Blender, Apple Motion, Adobe Suite, and Final Cut Pro. Created and handed off motion template cores to facilitate product pipeline. Collaborated with developers to test and improve customer facing products.

Front End Developer

Freelance
2017- current

Worked with various clients to design products and front end experiences, including web and mobile applications. Developed web experiences using HTML/CSS, javascript, vue.js, Node.js, and Wordpress. Communicated designs to stakeholders using wireframes, clickable prototypes, and visual mockups.

Product Design Intern

JoY Music Productions
Summer 2017
Los Angeles, CA

Chosen along with three fellow mechanical engineers students to conceptualize and prototype a portable multimedia table for touring musicians and producers. Utilized SolidWorks to model concepts and perform structural analyses. Partook in product design process and adhered to ASME best practices.

Education

University of California, Irvine

2017-2018

UX/UI Design

University of California, Riverside

2013-2017

BS Mechanical Engineering w/ specialization in Product Design/CAD

Tools

Figma
Adobe Creative Suite
Blender
Spark AR
Final Cut Pro

HTML/CSS
Javascript
vue
three.js

Jira
GitHub
Coda