

# Lucy Tiao

## Product Designer

San Mateo, CA  
[www.lucytiao.com](http://www.lucytiao.com)  
[lucytiao6@gmail.com](mailto:lucytiao6@gmail.com)  
<https://www.linkedin.com/in/lucy-tiao/>

### SUMMARY

4 years of experience in crafting intuitive, user-centered solutions across complex digital platforms. Applies strong systems thinking in design, proactively driving projects forward with growth mindset, and thrives in ambiguity and fast-paced environments.

### DESIGN EXPERIENCE

#### UX Designer - Harvard Business Publishing

Apr 2023 - Current

Designed leadership training and admin web platforms that serve internal and external clients from Fortune 500 companies.

- Designed an internal admin platform, streamlining user management workflows through detailed user research, requirement breakdowns, and cross-functional collaboration.
- Led UX design of an interactive leadership training product from concept through high-fidelity prototyping; collaborated with design managers to support stakeholder alignment and created scalable, reusable learning components alongside PMs, engineers, and content editors.
- Enhanced the design system to drive consistency and efficiency across product experiences.

#### Mobile App Product Designer - Yes Health

Nov 2021 - Dec 2022

Responsible for IOS and Android end-to-end interaction and visual design to provide health education and coaching in the agile product development cycle.

- Boosted user engagement by 12% through delivering personalized recommendation features.
- Led the design of app rebrand and improved product accessibility, resulting in direct positive customer feedback and qualification of business partnership.

#### Web Product Designer - Sintroncorp

July 2021 - Nov 2022

- Crafted the company brand identity; designed and launched a new responsive company website.
- Led user research, testing and facilitated brainstorming sessions to identify problems and solutions.

#### UI/UX Design Intern - Hummingbirdsday, LLC

Nov 2020 - Mar 2021

- Designed an end-to-end responsive e-learning website for AR/VR courses and mentorship; created journey maps, wireframes, and prototypes to validate design solutions.

### EDUCATION

University of California - Los Angeles, B.A. Communication Studies - Mass Media

### SKILLS

#### Industry Knowledge

- User Experience Design
- Product Design
- Interaction Design
- Visual Design
- User Interface Design
- User Research
- Wireframing
- Prototyping
- User Testing
- Accessibility

#### Tools

- Figma
- Adobe Creative Suite
- Maze
- Dovetail
- Usertesting.com