

Casey Tang

Design lead & Strategist

Brooklyn, NY
914.426.7744

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EDUCATION

Massachusetts Institute of Technology

M.S, Art, Culture and Technology, 09/2020

- Studied design, systems thinking, and HCI in relation to innovation and technology creation
- Graduate Fellow: merit-based full-tuition scholarship

School of Visual Arts

MFA Summer Intensive in Interaction Design, 08/2012

SUNY Purchase College

Interaction Design, B.F.A. 05/2006

SKILLS

User experience, system thinking, workshop facilitation, design strategy, design operation, wireframing, prototyping, user research & testing, design system, mentorship & coaching, computational thinking, innovation design methods, methodical and fast learning, storyboarding, editing, directing, Figma, Adobe Creative Suite, Basic Python, HTML/ CSS, GitHub, JIRA

Hi, I'm Casey. I'm a designer with 12+ years of experience crafting digital experiences and products with users and businesses in mind.

I'm very good at distilling complicated challenges and turning them into systematic solutions that users interact with as elegant and intuitive experiences. I'm looking to join a collaborative and user-centric focused team at a company I love.

EXPERIENCE

Staff UX Product Designer at Mozilla

12/2021-03/2023 (Remote)

- Owned strategy and end-to-end experiences on Accounts, Firefox (10M users) and Mozilla Rally, Innovation (15K+ users); Incorporated service and behavioral design principles, accessibility, and legal requirements; raise design quality and standards
- Established and led engineering and design cross-functional processes resulting in team alignment, faster iteration, and delivery
- Mentored three designers across two products through feedback and collaboration
- Apply computational thinking to create wireframe with conditional logic and IA based on data structures to yield faster alignment with engineering and less iteration
- Updated design system and UI components to enable faster iteration, prototyping, and hand-off to engineers within a lean agile process.
- Worked with user research to plan and help conduct evaluative and generative research; Implemented continuous research and data-informed decision-making procedure

Lead UX Designer Consultant at Area 17

04/2021-12/2021 (Remote)

- Conducted stakeholder and user interviews, and UX audits
- Led UX strategy, created unified and systematized content types, categories, design patterns, and web templates to improve content creation, discovery, and reading experience. The research insights and recommendations were compelling enough for the leadership to agree to proceed with a redesign phase.

Senior Product Designer at BDO

11/2015-12/2019 (New York, NY; Cambridge, MA)

- Drove every stage of the design process from research, design, ideation, and delivery, focusing on enterprise elearning platforms and internal tools for Fortune 500 companies
- Created design strategy and design system for Mars, Inc. elearning platform used by 130,000 employees in 70 countries to help secure 35 billion dollars in annual revenue

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INTEREST

- Learning and managing my personal knowledge base
- Studying a new applied math and logic with Oxford professor Carmen Constantin to create new design processes
- Learning Python and Julia
- Creating documentary films
- Designing forest gardens to connect with “nature,” build community, and find inspiration for scalable digital systems
- Trying new recipes from different cultures

- After the launch of the Mars platform, it increased site enrollment by 2x, increased web traffic by more than 125%, and reduced the annual run cost of the program from 4 to 1.8 million dollars.

- Managed a team of freelance designers and programmers to create deliverables, paying close attention to micro-interactions, the grid, type scale, and vertical rhythm

Interaction Designer at Artstor

03/2012 - 11/2015 (New York, NY)

- Continuously iterated on SaaS discovery, cataloging, and publishing platform features used by 300,000 users in higher education
- Designed the company website by creating site maps, personas, and journeys based on user research, increasing monthly traffic to prioritized news pages by 80%,
- Designed help sites making it easier for users to find relevant technical answers, leading to a 22% reduction of support requests
- Created new visual design, branding, and UI design systems and applied them across the organization's marketing websites and digital products
- Researched and designed new projects to increase user retention and value, including gamified data crowdsourcing site, mobile study app, and a discovery platform with faceted search

Lead Experience Designer at Xu Bing Studio

10/2007-02/2010 (Brooklyn, NY)

- Designed, produced, and managed digital projects, including a pictographic chat program and charity auction website exhibited at the Museum of Modern Art, and Tate Modern
- Created a physical archive and digital asset management system for hundreds of physical items and thousands of digital records
- Liaised between Xu Bing's Beijing and Brooklyn studios, galleries, museums, collectors, freelancers, and government officials