

Casey Tang

Product Designer

Brooklyn, NY

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Introduction

Casey is a designer with 12 years of experience transforming complex challenges into seamless, user-centric solutions. With a proven track record designing for Fortune 500 platforms, EdTech, and privacy-first products, Casey combines holistic strategy and practical implementation, drawing on a foundation in design and technology from MIT to deliver innovative, impactful results—like reducing annual run costs from \$4M to 1.8M, and expected to increase sales by \$17M AAR—Casey thrives in collaborative environments and is eager to join a team that values users, innovation, and exceptional design.

Skills

User experience

Design system

Mentorship

Wireframing

System thinking

Software & programming

Prototyping

Computational logic

languages: Figma, Adobe Creative Suite, JIRA,

Design strategy

Service design

GitHub, Basic Python,

Workshop facilitation

Enterprise UX

HTML/ CSS

User research

Usability testing

Experience

Principal Product Designer at Personio

03/2024-Current (New York, NY; Remote)

– Led vision and strategy of new authorization model, aligning with stakeholders and collaborating with PMs to evolve and roll out access rights, simplifying permissions and access control for mid-size orgs; reducing redundant role creation by 60% and simplifying policy assignment and management. Achieved 55% adoption of new access rights share dialogue within 3 months, enhancing cross-functional collaboration and transparency.

– Pioneered AI-integrated design sprint, embedding natural language summaries into access rights workflows to simplify enterprise complexity.

– Led end-to-end login authentication overhaul, integrating insights with the user journey, improving planning and execution. Reduced unintended logouts from 10% to 2% and decreased suspicious login-related NPS detractors by 15%.

– Delivered Multi-SSO functionality, adopted by 50+ customers / 600+ users in 3 months. Recognized by Sales as a game-changer for upsell, ontrack to bring in 17M in ARR

Staff UX Product Designer at Mozilla

12/2021-03/2024 (Remote)

– Led UX strategy and design for Firefox Account and Security, and Rally, an innovative ethical data privacy research tool, referenced in congressional data privacy cases.

– Championed accessibility and regulatory alignment, integrating high-regulatory requirements across flows, while raising design quality

– Redefined Mozilla’s security UX approach by introducing research-backed design principles that supported gradual adoption of practices like account recovery and 2FA—helping teams avoid overwhelming users and reduce lockout risk.

– Shipped improvements that increased SSO login by 30%, account recovery key completion by 50%, and reduced 2FA support tickets by 60%.

Lead UX Designer Consultant at Area 17

04/2021-12/2021 (Remote)

– Conducted stakeholder and user interviews, alongside UX audits.

– Led UX strategy and systematized content types, categories, and design patterns to

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enhance creation, discovery, and reading.

### Senior Product Designer at BDO

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

- Led end-to-end design for enterprise risk management platforms and internal tools, guiding research, ideation, design, and delivery for Fortune 500 clients.
- Developed design strategy and system for Mars, Inc.'s risk management platform used by 130k employees across 70 countries, contributing to securing \$35 billion in annual revenue.
- Increased site enrollment by 2x, boosted web traffic by 125%, and reduced the program's annual run costs from \$4m to \$1.8m post-launch.
- Managed a cross-functional team of freelance designers and engineers, ensuring high-quality deliverables with a focus on micro-interactions, grid systems, typography, and vertical rhythm.

### Interaction Designer at Artstor

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

- Continuously improved features for Artstor's SaaS discovery, cataloging, and publishing platform with 2 million records, improving usability for 300,000 users.
- Designed and launched new initiatives to boost user retention, including a 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 and managed digital projects, including a pictographic chat program (pre-emoji) featured at MoMA and Tate Modern.
- Developed a museum-standard digital asset management system to organize physical items and digital records efficiently.

## Education

### Massachusetts Institute of Technology (MIT)

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

- Focus: Design, Systems Thinking, and HCI
- Studied at: MIT Media Lab, Harvard Anthropology
- Coursework: MIT 6.S192: AI for Art, Aesthetics, and Creativity
- 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*

## Interests

- Studying Applied Category Theory, a foundational math and logic for complex systems, with Oxford Professor Carmen Constantin, enhancing my ability to map and design flows in complex AI and data-rich environments
- Consulting local communities on how to design and maintain edible forest gardens