



# Tai Tang

## UX/UI designer

23-02-1992 / Rotterdam

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### EDUCATION

**Bachelor of Science, Communication & Multimedia Design**

Rotterdam University of Applied Sciences (Graduated: 2019)

**Bachelor of Science, Product design**

Willem de Kooning Academy, Rotterdam (2013 - 2014)

### CERTIFICATIONS

**Interaction Design for Usability**  
Interaction design Foundation

**Google Analytics 4**

Beeckestijn Business School

### SKILLS

UX design / UI design / Interaction design  
Wireframing / High and Low fidelity prototyping / Journey mapping / Usability testing / User interviews and research / A/B testing  
Front-end development (HTML, CSS, React)

### TOOLS

Adobe Creative Cloud / Figma / Sketch / Zeplin / GA4 / Tag-manager / BlueConic / Jira / Wordpress / VS code

### ACADEMIC AWARDS

**1st place Emerging media.**

Solving trash dumping next to full waste containers in the Essenburgbuurt.

**4th place Battle of Concepts.**

How to make education more personal with ICT.

### LANGUAGES

Dutch (Native) / Cantonese / English

### SUMMARY

Pro-active and curious User Experience designer with proven User Centered design and communication skills. 3+ Years of UX/UI experience in a dynamic corporate environment and several years as Freelance UX/UI designer/front-end developer. I'm always open for continuous improvements, ever learning and ready for new experiences.

### PROFESSIONAL EXPERIENCE

**UX/UI designer - (3+ Years)**

De Mandemakersgroep (DMG)  
Feb 2020 - Present

- Keuken Kampioen
- KeukenConcurrent
- MandemakersKeukens
- Brugman
- PietKlerkx
- Wooning
- Keukenmaxx
- Sanderswonen
- Nieuwenhuis keukens
- CVT keukens

**• UX/UI consultant for 10 kichen brands of DMG.**

- Consulting with brandmanagers and stakeholders about online experience and brand identity.
- Provide expert review to improve user-experience and lead generation.

**• Conduct brainstorm sessions with the UX/CRO team.**

**• Continuously improving the mobile experience for our brands.**

- Designed and proposed the more conventional mobile hamburgermenu. created clickable prototype, conduct cardsorting and deskresearch.

**• Design and optimize userflow from different channels (e-mail, search, paid-search, banner, social paid).**

- Documented user insights using Microsoft Clarity, Hotjar, GA4.
- Designed optimal userflow with important KPI in mind and designed the landing pages using the designsystem.

**• Improved the in-house page buildup proces by creating a complete design system in Figma of 14 individual brands and responsible for several redesigns which is still in development phase.**

**• Responsible for streamlining the proces of design to development and stakeholder workflow, manage the Zeplin files and accounts.**

**• Creating personalised content for users in a specific user journey.**

- Contribute on the concept, design and coding (when need) of the personalised content and put it in BlueConic (Customer Data Platform).

**• Improved the UI of the collection page of Keuken Kampioen (not live yet)**

- Created wireframes, design and multiple prototype for testing.
- Conducted A/B testing with CRO team.
- Improved all KPI's (lead gen.) and key metrics (CTR, time on site, bounce-rate)

**• Manage the designproces with stakeholders and deliver a complete design system for the upcoming CMS merge of several smaller brands.**

**• Contributed on increasing company's online lead generation by improving the UI and structure of the inputfields in collaboration with the CRO team.**

**UX/UI designer - (7+ Years)**

Freelance  
2016 - Present

**• Helped several clients on building it's online branding. Provided webdevelopment, maintenance, UI improvements to the website.**

- Designed and developed the website of thermcomfort.nl and responsible for it's maintainance and future improvements.
- Consulting about improving the online e-commerce experience of Cofita.nl.

**Art Director - (5+ Years)**

Deximport B.V  
Sep 2014 - Feb 2020

**• Responsible for the design and art direction of new food products.**

- Worked on various online and offline advertising promotions for Evergreat Rice Vermicelli.
- Collaborated with strategy, technical, and design teams to ensure quality and consistency.
- Regularly maintenance and UI improvement of the website.

**UX/UI designer**

**Graduate internship**

DevMob B.V  
Sep 2018 - Feb 2019

**• Collaborated on multiple UI/UX projects with a multidisciplinary team.**

- Applied desk-research, user interviews, concepting, wireframing, usability testing to map out user's needs and designed an intuitive user-centred retail system.
- Thesis about how to improve the carsharing (b2c) experience at Schiphol of business travellers.