Mofan Tang

Product Designer

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Product Designer with 5+ years of experience designing complex, workflow-driven products across web and mobile platforms. Skilled at turning ambiguous requirements into clear, user-centered experiences through strong interaction design and close cross-functional collaboration.

Experience

ShiftNOW
Product Designer
(Full Time)
Aug 2022 - Present

- Redesigned **core revenue-driving** workflows, including shift posting and worker onboarding, resulting in a **~66% reduction** in posting time and a **~230% increase(from 10+ to 35+ users per day)** in daily successful registrations.
- Led end-to-end design for a complex multi-role marketplace, translating ambiguous business goals into intuitive workflows across onboarding, booking, and management.
- Conducted user research and usability testing to validate high-risk assumptions, directly informing prioritization and **preventing costly engineering rework**.
- Established a **tokenized design system** and standardized UI patterns, reducing design-to-dev handoff time and ensuring consistency as the product scaled.

Google Pay
Product Designer
(Sponsored project)
Jun 2021 - Aug 2021

- Developed and executed a comprehensive research plan targeting the financial health of gig workers. Conducted **35 in-depth interviews** in **3 weeks**, synthesizing **1,500+** data points into **4** distinct user personas via affinity mapping.
- Translated research findings into personas, journey-level insights, and product hypotheses, informing early-stage concept exploration within a constrained timeline.
- Designed and prototyped concept-level mobile experiences aligned with Google Pay's design language to explore budgeting, fund visibility, and income management for gig workers, and presented **4 innovative concepts** directly to the Google Pay team.

HP
UX Designer
(Sponsored project)
Jan 2021 - Mar 2021

- Designed and delivered **2 free end-to-end webinar** experiences to prepare emerging creatives for the workforce, showcasing 2D and 3D workflows on HP Z products.
- Created marketing visuals and promotional assets for the webinar experience, used across the ON24 platform and related merchandising materials.

Huawei
UX Design Intern
Sep 2020 - Dec 2020

- Redesigned the Roma Lab homepage and service listing, improving service clarity and reducing user decision-making time.
- Optimized backstage approval workflows through usability testing, reducing operational friction for internal staff.

Education

Savannah College of Art and Design
M.A. in Interactive Design and Game Development
Sep 2019 - Mar 2022

Xi'an Academy of Fine Arts
B.A. in Visual Communication Design
Sep 2013 - Jun 2017

Skills / Tools

Design

Wireframing, Prototyping, Information Architecture, User Interface, Visual Design, Design Systems, Site Maps

Research

User Research, Usability Testing, User Interviews, Affinity Mapping, Personas, User Journey Maps, Competitive Analysis

Tools

Figma, Sketch, Adobe Creative Suite (Ps, Ai, Ae, Pr, ID), Webflow, Flinto, Principle