

EVAN TANG

UX and UI designer specializing in crafting visually clear, accessible, and high-impact digital experiences. Skilled at translating complex problems into actionable design solutions, optimizing workflows, and creating design systems that scale across platforms and solve business needs.

WORK EXPERIENCE

PI00A

San Francisco, CA

User Experience Designer, Mar 2024 - July 2025

- Led end-to-end design for core product flows, increasing checkout completion rates by 28% through research-driven iteration.
- Streamlined engineering handoffs with detailed design specifications and redlines, reducing implementation errors by 45% and shortening project cycles by 25%.
- Enhanced and standardized Pi00a's design system, consolidating UI components, style guides, and error states, improving cross-platform consistency by 40%.
- Partnered with PMs, stakeholders, and external agencies to define project scopes and optimize new product features.

KOPE HOUSE

San Francisco, CA

UI/UX Designer & Web Developer, Sept 2023 - Sept 2024

- Redesigned ordering and catering workflows, reducing customer drop-off by 48% through simplified navigation and improved visual hierarchy.
- Created responsive and adaptive layouts across desktop, mobile, and tablet, improving usability test results and load times.
- Developed cross-platform micro-interactions/animations for iOS, Android, web, and mobile, driving 180% growth in organic traffic within one month.
- Conducted heuristic evaluations to address accessibility and visual consistency gaps, enhancing user trust.

SAMSUNG

San Francisco, CA

User Experience Designer, Sept 2022 - Dec 2022

- Analyzed US census data to evaluate Gen Z homeownership and rental trends, identifying key target audience preferences for sustainable, long-lasting products.
- Oversaw usability testing and surveys with 105 San Francisco residents, synthesizing actionable insights that directed sustainable product iterations.

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San Francisco, CA

SKILLS

User Experience Design
UI / Visual Design
Prototyping
Wireframing
Information Architecture
Design Thinking
Journey Mapping
Persona Development
Product Strategy
UX Research
Usability Testing
Sketching
Motion Design

TOOLS

Figma
FigJam
Miro
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign
Sketch
Webflow
Framer

PRO-BONO/VOLUNTEER PROJECTS

RIVIAN

UI/UX Designer & Motion Designer, April 2025 - June 2025

- Designed safety-focused infotainment dashboard with adaptive controls, reducing driver distraction and cognitive load by 20%.
- Developed immersive collision awareness visuals, improving user reaction times in testing by 89%.
- Conducted 18 user interviews and competitive safety audits to identify cognitive pain points in EV dashboards.
- Produced 3D spatial prototypes in Spline and After Effects, bridging concept and production-ready design.

SLEEPER

User Experience Designer, Jan 2025 - Sept 2025

- Led end-to-end product design, improving checkout completion by 28% and reducing implementation errors by 45%.
- Enhanced the design system, consolidating UI components, style guides, and error states to boost cross-platform consistency by 40%.
- Implemented accessibility improvements for hearing-impaired users, increasing engagement by 27%.
- Collaborated with PMs and stakeholders to define scope and optimize product flows.

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS

San Francisco, CA

2019 - 2023

Interaction Design

Bachelors of Fine Arts with distinction