# 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.

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**San Francisco, CA**

## 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

## EDUCATION

### CALIFORNIA COLLEGE OF THE ARTS

San Francisco, CA
2019 - 2023
Interaction Design
Bachelor of Fine Arts with distinction

## 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
Photoshop
Illustrator
After Effects
InDesign
Sketch
Webflow
Framer
HTML
CSS

**INDEPENDENT PROJECTS**

# RIVIAN

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

- Redesigned Rivian's in-vehicle dashboard interface with a safety-first approach, reducing driver cognitive load during critical moments through adaptive UI hierarchy and contextual screen adjustments
- Designed a full-screen collision awareness system that transforms the entire dashboard into an aerial proximity view during emergency scenarios, with 16 of 18 testers reporting significantly faster reaction times
- Conducted 18 user interviews and competitive safety audits of Tesla and Xiaomi, validating assumptions around distraction and surfacing a breakthrough insight that redirected the core design direction
- Iterated through 60+ design concepts across 4 major pivots, refining information hierarchy, navigation clarity, and alert behavior through continuous user and stakeholder testing
- Collaborated directly with Rivian's design and engineering teams to align prototypes with production-ready design systems and real technical constraints

# SLEEPER

User Experience Designer, Jan 2025 - Sept 2025

- Led user research across 30 dynasty league players and conducted competitive analysis against ESPN and Yahoo, surfacing that missing contract data and unpredictable navigation were the primary drivers of trade abandonment
- Redesigned the information architecture to introduce a dedicated Contracts section within player profiles, enabling 90% of users to locate contract details unassisted and reducing time-to-find by 70%
- Mapped end-to-end user flows for two core features (player contracts and lineup history), catching edge cases early and producing annotated specs that streamlined engineering handoff
- Replaced an underused schedule feature with a Strength of Schedule module backed by ADP data, informed by 103 usability test runs showing the original interaction was nearly ignored
- Collaborated with Sleeper designers and engineers to validate design decisions against the existing design system, ensuring solutions were both user-centered and technically buildable