



Profile

Tim is a product designer with 5+ years of experience based in Vancouver, British Columbia.

Motivated by high-impact work, Tim excels in designing B2B experiences that seamlessly connect honed craft to drive tangible business outcomes.

Contact

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Competencies

- Graphic Design
- Interaction Design
- Print Design
- Product Thinking
- Prototyping
- Research
- User Experience Design
- Visual Design

Tools

- Adobe CC
- Figma
- Google Suite
- HTML & CSS
- Keynote
- Origami Studio
- Principle
- Sketch
- Webflow

Work Experience

Aug 2021 —
Present

Meta — Product Designer
Seattle, US → Vancouver, CA

Led and designed features that enable businesses and creators to understand how their content and ads are performing across Facebook and Instagram.

Scaled Meta Business Suite Insights usage and adoption to **2.8M web and 2.75M mobile** businesses, representing **33% and 45.9% year-over-year growth**, while driving significant daily ads revenue.

Embraced ambiguity in behaviour change project on Meta Business Suite Insights — increasing number of active advertisers by **2.5% on web and 4.5% on mobile**.

Delivered UX usability improvements to Ads Manager Table that boosted user flow adoption by **4.3%** and significant ads revenue.

Jun 2020 —
Aug 2020

Facebook — Product Design Intern
Vancouver, CA (remote)

Designed a 0-to-1 loyalty program builder and editor product to enable small businesses to set up and manage loyalty programs for Facebook Shops.

Scaled towards importing larger businesses' loyalty programs with **100K Facebook accounts linked** across 7+ alpha partners in three months.

Sep 2019 —
Apr 2020

Visier — User Experience Design Intern
Vancouver, CA

Designed components for Visier's design system and component library to expedite the team's design process.

Collaborated with engineers, product managers, and other designers to craft analyses and tell stories with people analytics data for Visier's **12M users across 75 countries**.

Education
Class of 2021

Simon Fraser University
BA Interactive Arts and Technology
Concentration in Design
Minor in Print and Digital Publishing
GPA: 3.5 / 4.0