

# Tammy Xiaomin Tang

I'm a design strategist with DNA of curiosity, openness, and optimism. Born in Shanghai, educated in Los Angeles, worked in Boston, and now exploring in London.  
I synthesise complex challenges for speculating data-driven design in conscious and behavioral change.

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## Work Experience:

### **Panasonic** User Experience Researcher (Contract) London, July 2019 - Current

- Responsibility** • As a "third culture" member in the team, I launch European customers & market research from a global perspective, work closely with local colleagues and report to Japan headquarter with behavioral analysis, synthesise insights, actionable strategy, and design prototype.
- Method** • I have collaborated with 6 business divisions across various business units, etc R&D, marketing, and sales team. I define, plan, and execute the end-to-end delivery of research; lab studies, ethnographic field research, qualitative inquiry, quantitative analysis, and data visualisation.
- Some outcomes of my work** • I create toolkits and frameworks on guiding the qualitative /quantitative data analysis in the sales team, that brings more customer-centricity into their workflows.
  - I diagnose and propose business partners based on the business strategy, resource & budget, and organisational structure.

### **HOOOIN** Digital Product Design Consultant (Contract) April - Nov 2017

- Responsibility** • I lead a small design team for complex IT software applications with high information density, which are G2B (government to business) financial websites to track and trade non-performing assets.
- Method** • Contribute to the full stages of the product development lifecycle. Define, plan, and direct the research, design, and testing, includes usability testing, A/B testing to continuously iterate data-driven designs.
  - Work closely with the product manager and the agile development team.
  - Strong focus on data landscapes, data visualisation, and information architecture with adoption of behavioural psychology into design features.
- Outcome** • Create design principles, UI component system, and style guide documentation.
  - Present designs to various external stakeholders like politicians, bankers.
  - Ensure smooth deployments and satisfied clients.

### **PHILIPS** Service Designer (full-time Intern) Jan-July 2018

- Responsibility** • Reporting to project owners in multi medical/healthcare projects: sleeping, diabetes, and medical data systems. I refine customer experience, develop service ecosystems, produce design deliverables, and coordinate process improvement.
- Method** • I work through the entire design process; from user research, service architecture, to creating and testing new solutions using prototypes, and supporting the strategic direction and delivery of services at scale. I organise and facilitate cross-departmental workshops with internal and external stakeholders.
- Experience** • Understand how architectural service design relates to operations and how it impacts other business units with various functions.
  - Clearly articulate design decisions with holistic and harmonised thinking about service and product roadmap.
  - Adopt consciousness for ROI (Return on investment), budgeting, and cost into design activities.

### **CONTINUUM** Branding Designer (Contract/intern) 2016/9-2017/1; 2017/5-6

Please visit my linkedin for more information

## Education:

### **Royal College of Art**

MA of Service Design 2018-2020  
Mini MBA Module 2020  
(Masters in Business Administration)

### **Imperial College Business School**

Executive MBA Module 2019

### **ArtCenter College of Design**

BSc of Human-computer Interaction  
(exchange program) 2017 Los Angeles

### **Tongji University** 2014-18 Shanghai

BA of Communication Design

## Skills:

- Skilled qualitative research
- Ability with quantitative research
- Practical experience in software development lifecycle
- Strong UX/UI fundamentals
- Ability with coding HTML/CSS/JavaScript
- Strong visual communication and storytelling skills
- Understanding of basic machine learning, chatbots, image and speech recognition technologies

## Tools:

Analysis: Excel, SQL  
UX: Axure \Sketch \OmniGraffle \Figma \Affinity Designer  
Visual: Photoshop, Illustrator  
Video: C4D, AfterEffects

## Languages :

English	Fluent
German	Beginner
Cantonese	Beginner
Mandarin	Native

## Financial Service Projects:

### Personal Data Ownership Beyond Open Banking

Feb-July 2020

As a self-directed project that the biggest challenge is to define opportunities niching innovation in digital banking with a commitment to personal data ownership. **I dig deep into the discovery phase, launch the expert interview, and user research at the same time. Synthesis insights across findings with rapid prototyping of assumptions.** (more details on website)

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(client) to comply  
with the NDA

### Reimage Private Banking for Young High Net Worth Individuals (HNWIs)

Sep 2019 -Jan 2020

Collaborate with a major international private bank for customer experience of the younger generation, transforming the way that client advisors, wealth managers, and other resources engage with the clients according to their preferences, and to design models for determining these preferences. **I plan and execute qualitative and quantitative research activities, develop approaches and propositions that resonate with the needs of both clients and stakeholders, inform the design and strategic direction.** (more details on website)

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### Transform Asset Management Wholesale Client Experience

April - June 2019

Work with a leading asset management company with multi-trillion dollar asset under management. Work with the teams across the European market to explore how their needs have shifted based on client's evolving preferences and to propose an innovative suite of services that delivers more personalised, responsive and relevant content. I design the develop the website-based solution.

## Design Thinking



Royal College of Art

### Design Thinking Course Facilitator

June-Sep 2019

Facilitate the short-term courses at Royal College of Art, includes:  
Panasonic Creative Leadership Programme;  
Newton Business School Executive Education Course;  
National University of Singapore Executive Education Course;

Youth Innovation  
Academy

### Design Thinking Program Developer

Jan 2017-Sep 2018, Boston, Shanghai

Launch extracurricular programs within two international high schools.  
Develop the whole curriculum structure, including the responsibility of the Design Thinking module. Responsible for online marketing activities.  
Activity advisor and logistics planner of the summer program at the Massachusetts Institute of Technology, U.S.

## Public Sector Projects:



### Engage Citizen Participant in Policy Making for Bradford City Council

Jan- March 2019

Work closely with stakeholders, propose a B2G2C(business to government to user) service platform that improves social interaction within the communities in Bradford City. **I explore resident empowerment and council transparency improvement by running testing; includes recruiting, scheduling and logistics, co-creation, focus group, analysis and storytelling.** (more details on website)



### Shape the Education Experience in Migrant Kindergarten

Dec - July 2017

Migrant children are experiencing poor early education with limited resources. More than 40 kids are set in one classroom, with only one licensed teacher and one baby carer. **I dive deep into complex social issues with adopting various research methods, leverage the very focused touchpoint, design and prototype a toolkit package** for kindergarten manager, teachers, and parents, for better early childhood development. (more details on website)

## Retail Projects:



### Portotype Particle Scanning Technology into the Food Industry

April - Nov 2017

In collaboration with CERN, the European laboratory for particle physics, I demonstrate how innovative and disruptive technologies can address the world's most intractable challenges by combining science with design.



### Explore Customer Experience for Online Grocery Shopping

Jan - June 2018

Collaborated with Alibaba Group's Hema Xiansheng groceries, I explore a compelling vision of a retail future that combines digital opportunities with offline experience.