

# TAB CHAO

## PRODUCT DESIGNER & ENTREPRENEUR

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## EDUCATION

### CARNEGIE MELLON UNIVERSITY

Master of Human-Computer Interaction

Pittsburgh, Aug 2018

### SHANGHAI JIAO TONG UNIVERSITY

Bachelor of Industrial Design

Shanghai, Aug 2015

## SKILLS

### DESIGN

Adobe Suite

Figma

Invision

Sketch

Proto Pie

After Effects

### RESEARCH

Contextual Inquiry

Survey

Interview

Personas

Storyboards

Usability Testing

A/B Testing

Think-aloud

### DEVELOPMENT

HTML/CSS

Javascript

### MANAGEMENT

Trello

Zenboard

Jira

## EXPERIENCE

PRODUCT DESIGNER MAR 2020 - Present

### HubSpot Inc Boston, MA

Led the design of SaaS products with research, design, management, and metrics tracking.

- **Customizable attribution setting:** Led the design of new customizable attribution product. The new product increased the subscription rate by 35%, user base by 28% and maintain the attribution PQL as rank 1 among 18+ products.
- **Attribution understandability:** Led the design of Learn more attribution page, which led to 67% positive feedbacks in CSAT.
- **Product and UX roadmap:** Collaborated with PM to build the roadmap of product and UX for a team of 8 from 2020 to 2022.
- **Agile management:** Move forward with 40+ product and UX issues for the Marketing Reporting products, which contributed to 8% elevation of NPS score.

FOUNDER & CEO MAY 2020 - Present

### Yingtutu.org Boston, MA

Founded a non-profit organization, Yingtutu, with Prof. Zhanwei Wu at Shanghai Jiao Tong University, aimed to connect people and institutions from design, product, and technology backgrounds around the globe.

- **Leadership:** Built and led multi-functional global teams, including operation, recruiting, content, video and design teams.
- **Management:** Founded one of the most global and diverse technology communities, Techtopia, with 1000+ active Wechat members and 3000+ total subscriptions in 4 months.
- **Sponsors & partnership:** Acquire sponsorship by creating partnerships between companies and institutions and hosting non-profit events.
- **Process optimization:** Defined the content production workflow among 6 multi-disciplinary teams. Released bilingual contents, which increase the subscription rate by 600% and enlarged the partners from 2 to 15+.

PRODUCT DESIGNER APR 2019 - MAR 2020

### Kelvin Inc San Francisco, CA

Led the design of AI products with research, design, user testing and metrics evaluation.

- **Recruiting:** Defined a product designer recruiting process and built a team of 3 designers and 1 intern.
- **Management:** Established the Dev component library for Kelvin Design System with 120+ components.
- **Business:** Led and designed a new product that increased clientele from 3 to 15 and drove up revenue by 309% in 6 months.

UX DESIGNER MAR 2017 - AUG 2017

### Delta Electronics Taipei, TW

- **eTube:** Led the redesign of online learning platform eTube. Helped release the MVP that lower down 33% cost of internal onboarding and increase the user base by 68%.
- **Process optimization:** Introduced a new tool for software engineering and save 3 steps for specification.

UX DESIGNER FEB 2016 - FEB 2017

### National Immigration Agency Taoyuan, TW

- **Fingerprint recognition system redesign:** Led the research and redesign of fingerprint recognition system. The redesign decreased workflows from 7 to 3 per task and promoted their efficiency from 48 tasks per day to 197 tasks per day.

UX/UI DESIGNER JUL 2015 - FEB 2016

### A100tek Taoyuan, TW

- **SEO:** Led the design of O2O platform. The design decreased the checkout workflows from average 13+ steps to 6. Validated the platform mechanism was not accepted by Taiwan market through user testing.