LUCILLE TANG

Product Designer at the intersection of design, business strategy, and cognitive psychology

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EXPERIENCE

The Associated Press, Product Designer (Contract)
2022 - Present
- Designed AP's enterprise elections dashboards and data tables used for tabulating, analyzing, and calling local and national elections
- Created a new vote alert system that helped operators identify crucial system alerts 3x faster and led to a significant decrease in vote entry errors
- Led the design team migration from Adobe XD to Figma, created design system documentation, and trained developers for best handoff practices

Lucille Tang Design, Product Designer
2021 - 2022
- Led end-to-end redesigns that resulted in a 200% increase in booking conversions and optimized complex information architecture for an edtech
- Grew customer loyalty metrics by 66% for a language school, while building the design system across multiple platforms to save 20% of developer's time
- Designed, prototyped, and evaluated the complete user journey for a modular pods startup, while providing the founder with strategic product direction

Moken, Product Design Apprentice
2021
- Launched ForAfter4's extracurricular marketplace, working collaboratively with engineering, design, and product teams to ensure smooth design handoff
- Facilitated design thinking workshops for cross-functional problem-solving; connected the dots between research user insights and business goals

Procter & Gamble, Global Purchases Manager
2019 - 2021
- Negotiated contract deals to deliver $4.4MM/yr savings; managed $88MM procurement spend through 50+ supply chains for 19 manufacturing locations
- Problem-solved COVID-19 supply crises and global shortages by executing risk mitigation plans, creating market-specific business strategies, and driving strategic supplier partnerships across NA, LA, ME, and EU

EDUCATION

Designlab, UX/UI Design

Rice University, B.A., Psychology
Founder and President of Rice Art Club; led a team of 5 officers and 11 marketing reps for new events

Designed and taught "COLL 172: Death in Perspectives," utilizing design thinking activities and interactive teaching methods

SACI, Art & Design, study abroad
Presented to Salvatore Ferragamo execs Florence store redesigns and customer service strategy

AWARDS

Grand Prize Winner
Adobe x Scholastic UX Jam

Finalist
Adobe x NASA JPL UX Jam

SKILLS

Product Design, Interaction Design, UX Research, Visual Design, Communication Design, Data Analytics, Rapid Prototyping