

**David Tian 田大卫**  
**UX/UI Designer**



18611116181 tian.david@foxmail.com <http://davidtian.design>  
1993.11 Pudong, Shanghai

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Education

**Communication University of China (CUC)**

**2011.9 - 2015.6 Beijing, China**

Bachelor's degree, Digital Media of Arts

User Research, Experience Design, Visual Design, Project Management, Coding

**Center for Digital Media (CDM)**

**2013.2 - 2013.7 Vancouver, Canada**

Exchange Education, Digital Exchange Academic Program

Agile, User Research, Unity Design, Somatic Interaction

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Work Experience

**User Experience Designer**

**2022.12 - present**

**Burberry, Digital Product**

**Subordinate: 0, Report to: User Experience Lead, China**

- Defining comprehensive consumer experience in WeChat ecosystem, meticulously executing end-to-end UX/UI deliverables.
- Translating business requirements into innovative design solutions, managing diverse UX/UI needs from various stakeholders.
- Planning and executing workshops, conducting competitor research, user testing, and data analysis, leveraging insights and feedbacks to shape product roadmaps and design decisions.
- Demonstrating and discussing deliverables with stakeholders, communicating design solutions and priorities in a customer-centric and iterative mindset.
- Taking ownership of channel experience strategy and design system localization, maintaining seamless communication with global product design team.
- Collaborating closely with the IT team to ensure the excellence of developed outcomes.
- Providing expert consultation in content and editorial design to enhance the overall customer experience.
- Working with UX lead to extend UX/UI design support across diverse channels, including websites and O2O platforms.

**Senior Visual Designer**

**2020.03 – 2022.12**

**Weimob, Smart Retail Department**

**Subordinate: 5, Report to: Business Operating Director**

- Provided professional UX/UI service of C-end products and B-end systems to certain top retail brands. Designed for both users and business to achieve commercial growth.
- Owned and implemented user research to identify user needs, continuously validated and improved deliverables to deliver excellent experiences across all touchpoints, helping improve the product data growth.
- Worked closely with product owner and development teams, understanding the array of tech constraints. Monitored progress to ensure high quality deliverables on schedule.

**User Experience Designer**

**2018.10 – 2020.01, Beijing**

**Shangri-la Hotel Group, Digital Product**

**Subordinate: 0, Report to: Product Design Director**

- Owned and implemented the UX/UI designs for digital products (App, website, mini program) in CN domain to deliver excellent and unique experiences across all touchpoints.
- Led and executed the experience design across the life cycle of products, worked closely with other designers, product managers and development team to ensure the deliverables.
- Worked with CoE (Center of Excellence), marketing dept., operation team and other stakeholders to understand business requirements, and transform them into design insights.
- Conducted user research to cultivate understanding of users.

**UI Designer**

**2015.07 – 2018.09, Beijing**

**We-Safari, UED**

**Subordinate: 2, Report to: Product Director**

- Led UI team, owned the UI design of App, website, created high standard UI designs.
- Led and executed the UI design of English version App, and continuously crafted the interface to improve the overall user experience.

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**Projects**

**Burberry WeChat Store Gifting Experience**

**E-commerce mini program, UX/UI Design**

**2022.12 WIP**

- Revamping and optimizing the gifting flow within the WeChat store, elevating the user experience and mitigating business losses.
- Collaborating with the team to establish project scope, presenting design solution demos to articulate a comprehensive roadmap.
- Identifying and addressing UX challenges through insights gathered from customer support team, user testing, benchmarking, and workshops.
- Effectively communicating design rationale to stakeholders and closely collaborating with multiple departments to implement new services within the channel.

## **Burberry WeChat Store Rebranding**

### **E-commerce mini program, UX/UI Design**

**2023.07 – 2023.09**

- Collaborated extensively with the global product design and regional business teams to integrate rebranding design language into locally relevant experiences and visual designs.
- Executed UI deliverables within stringent timelines, strategically planning and implementing usability enhancements through an iterative approach.
- Oversaw regional design documents and guidelines to uphold brand consistency for further projects.

## **Coca-Cola**

### **Vending machine mini program, Product Design**

**2022.1 – 2022.4**

- Led the product design of Coca-Cola vending machine mini program, responsible for planning and leading the team to implement the UX&UI design from 0 to 1.
- Hosted brainstorming to solve the operation difficulties through design solutions, increasing the user information recognition rate by 29% and the accuracy of gender up by 41%.
- Sorted out business scenarios, analyzed operation data, planned and implemented user research to balance business needs and user experience, and helped all parties in the team deeply understand the key points of user experience.
- Led the design team, determining the experience priorities and managing the design schedule. Supervised the design output quality and ensured that the overall design deliverables of the project were on time.

## **Dyson**

### **Internal productive APP, UX/UI design**

**2021.8 – 2021.11**

- Planned and implemented user research, optimize the B-end experience, and cooperated with the training department to improve the opening rate and utilization rate of the product by more than 105%.
- Led design team to implement the UI design, work closely with UX and CoE from brand side, ensuring design comply with Dyson's brand guidelines.
- Designed for customized functions, cooperated with sales and CRM, sorting out business needs, identifying user requirements. Worked closely with product management and development team to promote the timely and high-quality deliveries.

## **Shangri-La**

### **Membership APP, UX/UI Design**

**2018.10 – 2020.1**

- Owned and executed the product design in the domain, delivered high-quality user experience and visual design that conformed to the brand.
- Conducted user research, obtaining user data and insights support from other departments, to help design team understand the business and users, and constantly verified and optimized the design.
- Worked closely with product management team and RD team to plan design priorities and review design realization.