田大卫 David Tian
UX/UI Designer

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1993.11   Pudong, Shanghai

—————— 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

—————— Work Experience ——————

User Experience Designer
2022.12 – present, Shanghai
Burberry, Digital Product, China
Report to: User Experience Lead, China / Subordinate: 0

Responsibilities

- Defining comprehensive consumer experience of direct-to-customer store in WeChat and cross-channel services, meticulously executing end-to-end UX/UI deliverables.
- Translating business requirements into innovative design solutions, managing diverse UX/UI needs from various stakeholders.
- Demonstrating and discussing design and research deliverables with stakeholders, communicating design solutions and priorities in a customer-centric and iterative mindset.
- Planning and executing workshops, conducting competitor research, user testing, and data analysis, leveraging insights and feedbacks to shape roadmaps and design decisions.
- Collaborating closely with product owner, project manager and front-end developers to ensure excellence of project delivery.
- Cooperating with creative team, providing expert consultation in content and editorial design to enhance the overall customer experience.
- Taking ownership of regional design system, maintaining seamless communication with global product design team.
- Working with UX lead to extend design support across diverse channels, including official websites.

Core Achievements

- Optimized E-Commerce Discover Phase: Streamlined the e-commerce discover process, boosting browsing time by 30% and reducing drop rate by 20%.
- Boosted Customer Loyalty: Created a personalized online exclusive access experience, increasing repeat purchases and enhancing brand loyalty.
- Led Cross-Functional Projects: Directed a team of designers, developers, and marketers to launch a new WeChat Store, improving site performance and user engagement.
- Unified Omni-Channel Experience: Developed a cohesive omni-channel experience, integrating digital and physical touchpoints to enhance the customer journey and elevate brand perception.

Senior Visual Designer

2020.03 – 2022.12, Shanghai

Weimob, Smart Retail

Report to: Business Operating Director / Subordinate: 5

Responsibilities

- 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

Report to: Product Design Director / Subordinate: 0

Responsibilities

- 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

Report to: Product Director / Subordinate: 2

Responsibilities

- 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.