Carmen Tan ✿

carmentan.ca
carmen.km.tan@gmail.com

✦ Experience

UI/UX Designer • Rentsync
AUGUST 2021 TO PRESENT, FULL-TIME

Streamline the design team's workflow by transitioning from Adobe Photoshop to Adobe XD and ultimately to Figma, leading to a 50% reduction in design time and improved overall efficiency.

Spearhead the development and ongoing maintenance of Rentsync's design system, ensuring a consistent and cohesive user experience across all products.

Design and launch new themes to expand Rentsync's theme catalog, independently managing ideation, website architecture, and development from concept to completion.

Collaborate closely with Project Managers to define project scope, address complexities, and ensure technical feasibility throughout development lifecycle.

Design custom logos and establish brand identities from concept to final assets, using Adobe Illustrator. Worked closely with clients to ensure designs aligned with their vision and business objectives.

Web Design Coordinator • Digital Main Street
SEPTEMBER 2020 TO AUGUST 2021, CONTRACT

Collaborated with the Project Manager, Copywriter, and Developer to enhance client website visibility, resulting in a 156% increase in total website traffic.

Ideated design solutions to improve user efficiency and satisfaction on the eCommerce site, focusing on wireframing task-oriented navigation to boost conversion rates.

Led the design and development of a fully functional eCommerce website using HTML and CMS, delivering the project successfully within a 2-week timeframe.

Collaborated with 25-30 clients per week to design, market, and launch eCommerce websites on Shopify, Square, and Lightspeed, delivering customized solutions and ensuring on-time, seamless execution.

Developed digital marketing strategies and social media advertisements to promote products and services, driving increased website traffic and engagement.

UX Visual Design Intern • OpenText
MAY 2019 TO AUGUST 2019, INTERNSHIP

Redesigned OpenText's Developer Experience website, creating wireframes, high-fidelity mockups, and illustrations to enhance the user experience and drive developer engagement with OpenText's resources.

Conducted 4 user interviews to identify needs and pain points, uncovering issues such as users' lack of awareness of the mobile app's native gestures, which led to the creation of an onboarding prototype.

Created an interactive onboarding prototype for OpenText's Content Server mobile app using Principle, emphasizing native gestures to streamline the learning curve and enhance user experience.

✴ Education

University of Waterloo
Bachelors, Global Business & Digital Arts

Nanyang Technological University
Exchange, School of Art, Design & Media

✥ Skills & Interests

Toolkit
Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
HTML/CSS
Canva
Procreate
Notion

Design Methods
Wireframing
Prototyping
Information Architecture
Design Systems
User Flows
Designing for accessibility
Usability testing
Graphic design

Interests
Film photography
Digital illustration
Weightlifting