

Sophia Tang

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SUMMARY

Senior Product Designer with **6+ years** of product design experience, including 5+ years in Canada, across **B2B SaaS, B2C, and public-sector products**. I specialize in end-to-end product design, complex workflows, design systems, rapid prototyping, and accessible, high-quality digital experiences across web and mobile. I use **AI-native workflows** to accelerate design exploration, prototyping, iteration, and delivery.

EDUCATION

Harbin Institute of Technology

Master of Architecture, 2012–2015

Yale University

Workshop, School of Architecture, 2013

Southeast University

Bachelor of Architecture, 2007–2012

SKILLS

Product Design

/ End-to-end design, product strategy, product thinking, UX strategy, information architecture, complex workflows

UX/UI & Research

/ UX/UI design, interaction design, user research, usability testing, user flows, visual design, responsive design, accessibility (WCAG)

Design Systems

/ Component libraries, design tokens, scalable UI, design documentation, cross-platform design

Prototyping & AI

/ Rapid prototyping, AI-assisted design, Figma Make, Claude Design, design exploration, interaction testing, iterative design, workflow automation

Tools & Platforms

/ Figma, FigJam, Framer, Jira, HTML/CSS, Web, iOS, Android

LANGUAGES

English, Mandarin

EXPERIENCE

Senior UI/UX Designer | Properate 2023 – Present

- Led end-to-end product design for BC Home Energy Planner, shaping the questionnaire, energy-report, and upgrade-planning experience for a province-wide service with a potential reach of **1.3M** homeowners.
- Led UX design for BC Hydro's Homes Plus, adapting Stride's professional home-scanning workflow into a guided mobile experience for homeowners to scan their homes and receive personalized upgrade recommendations, supporting BC Hydro's rebate programs.
- Designed and refined RDOS home-energy tools, supporting homeowner assessments and regional planning with data on **26,000+** buildings.
- Drive ongoing UX improvements through usability testing, product analytics, and user feedback, collaborating on A/B tests to evaluate design alternatives and inform feature priorities.

Product Designer | Fantuan Delivery 2021 – 2023

- Designed Fantuan's web ordering experience across the homepage, restaurant pages, item customization, and cart, enabling customers to order directly on the website.
- Moved order-type selection from checkout to restaurant pages and displayed savings alongside each option, achieving an **18.75%** relative increase in paid-order conversion in an A/B test.
- Collaborated with product managers and engineers to define experiment success metrics and profitability guardrails.

Junior Product Designer | Tencent 2020 – 2021

- Designed interfaces and user flows for content discovery and sharing in Tiantian KuaiBao and the Tencent News app.
- Collaborated with product managers and engineers to support implementation and maintain reusable UI components.

Senior Architect | China IPPR International Engineering Co., Ltd. 2015 – 2020

- Led an architectural design team in developing competitive tender proposals for healthcare facilities, securing multiple project commissions.
- Managed design development and coordinated the implementation of awarded projects, translating winning proposals into completed healthcare facilities.

SELECTED PRODUCT EXPERIENCE

BC Home Energy Planner

/ BC Government · Launched
/ Public-sector · Energy · Homeowners · Web + Mobile

Stride + Studio

/ Properate · Launched
/ Mobile + iPad · Energy Advisors · Field workflow (Stride)
/ / B2B · Desktop · Energy modeling · Reporting (Studio)

Homes+

/ BC Hydro · In development
/ Mobile · Home energy assessment · Consumer

Fantuan Delivery

/ Fantuan · Launched
/ B2C · Mobile + Web · Food delivery