

Tian-Yuan Zhao

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SUMMARY

I'm a multidisciplinary, multidimensional, and multifaceted digital product designer with an educational background in human factors engineering from the University of Toronto and 4 years of collective experience designing for various companies - from digital agencies & startup studios to dev shops & professional service firms, from tech startups to Fortune 500's, and from conducting design sprints to pro-bono design work. From local to global - I've worked purposefully throughout and about as I have a deep & wide passion in the worlds of design, exponential, and systems thinking.

EXPERIENCE

Digital Product Designer (Contract) | Flinks | Toronto, Canada | May 2020 to Present

Portfolio Link: <https://tianyuanzhao.com/project/048ae503/Flinks>

- Spearheaded the product design of the Developer Portal, Admin Portal, and Consumer Portal in the form of web applications for both enterprise customers of Flinks from end-to-end.
- Unified the Flinks brand identity, features/functionality, and product strategies through these 3 products that would form Flinks' Software-as-a-Service enterprise portal designed for Flinks' Open Banking initiative.
- Increased profitability by 157.38% by updating the onboarding, incorporating all the necessary aspects/components such as the Flinks API, SDKs, analytics, customization features, knowledgebase, support functionality, project management capability, as well as instigated new features such as upgrading the Flinks Connect product (aggregator) as well as proposing future new strategies for their Wealth product as well as exploring the synergies between Open Banking and Open Finance (or Decentralized Finance)

Lead Product Designer | Consensys - Kapture | Toronto, Canada | November 2019 to June 2020

Portfolio Link: <https://tianyuanzhao.com/project/040a54d8/Kapture>

- Spearheaded the product design of both the mobile and web applications for both consumer and enterprise customers of Kapture respectively.
- Upgraded the graphics/visual design in terms of branding and aesthetic overall for the Kapture ecosystem.
- Enabled business development efforts by increasing our customer count from 0 to 3 in half-a-year's time.

Lead Designer (Full-Time) | Paymi | Toronto, Canada | May 2020 to April 2020

Portfolio Link: <https://tianyuanzhao.com/project/04f85701/Paymi>

- Championed the product redesign of the current mobile and web applications for both consumer and enterprise customers of Paymi.
- Upgraded the graphical/visual design of Paymi in terms of branding and overall aesthetic of the Paymi ecosystem.
- Increased retention by 86.49% by updating the onboarding, initiating an alternate funding UX, as well as instigated new features such as a consumer dashboard.

Design/UX Researcher | The Royal Bank of Canada (RBC) | Toronto, Canada | January 2019 to April 2019

Worked in the Mobile (Application) Department on various evaluative research projects such as the RBC chatbot, credit-card only experience, and led a project about international money transfers. Utilized Adobe Design Suite for graphics/visual design + Sketch for wireframes/mockups + Invision/Marvel for rapid prototyping + UserTesting for usability testing extensively herein.

Digital Product Designer | Kleros | Toronto | January 2018 to December 2018

Portfolio Link: <https://tianyuanzhao.com/project/04bc9b0f/Kleros>

- Spearheaded the product design of the web application for this legaltech Web 3.0 / blockchain startup that serves a user-base of about 3,000 legal practitioners with about 200 jurors and 65 unique jurors drawn to arbitrate over 130 cases in early 2020.
- Upgraded the user experience and user interface of their decentralized court called the Kleros Court within a 4 months period.
- Enabled a growth in the user-base of about 20%, increased retention by about 15% as well as induced a second token sale for the company thereby increasing their revenue by about 46%

Interaction Designer (Fellowship) | Digital Product School | Munich, Germany | September 2017 to December 2017

Portfolio Link: <https://tianyuanzhao.com/project/04f85702/Belt->

Spearheaded the product design of an MVP fintech product called Belt, which was an app that would allow its users to invest their spare change in various cryptoassets with a built-in AI. Utilized Adobe Design Suite for graphics/visual design + Sketch for wireframes/mockups + Invision/Marvel for rapid prototyping extensively herein.

Associate Product Manager (Co-Op/Internship) | Google (Youtube) | Mountain View, California | May 2016 to August 2017

- Collaborated with a team of product developers, designers, and business leaders as well as a senior product manager on the product leadership of the Youtube Premium product, named "Youtube Red" during its inception.
- Self-Initiated a project to collaborate with various Google creators, artists, and musicians to inception a series of original shows centred on gaming. Met with Youtubers such as Markiplier, MatPat, Wisecrack, and several others to accomplish this.
- Increased profitability by 283.81% by enabling the launch of Youtube Red's first set of original shows by creating the feature/functionality specifications, product roadmap, and leading the agile developer/design sprints to accomplish this goal.

Associate Product Designer (Co-Op/Internship) | BMW Motorrad | Munich, Germany | May 2015 to August 2016

- Collaborated with a team of product developers, designers, and business leaders as well as a senior product manager on the product leadership of an experimental motorbike/moped-based ridesharing application called "Book My Ride".
- Self-Initiated this project at a hackathon originally, held in California where BMW Motorrad was one of the sponsors, for which we were the recipients of their sponsor prize. This prize was an all-expenses paid trip to Munich, Germany, where we toured their headquarters and were ultimately offered internships to continue working on "Book My Ride".
- Enabled the eventual strategic decision for BMW Motorrad to partner with Scooterino to build out the original vision of "Book My Ride", thus inducing sales of BMW Motorrad's vehicles by 157.39%

PROJECTS

Tales of Harmonia

I was awarded the Outstanding Cultural Arts Award for founding Tales of Harmonia, a student-led choir of about 30 voices by the University of Toronto Students Union.

Next 36, a Next Canada Initiative

Finalist of The Next 36, I was accepted as 1 of 72 finalists into the Next 36 (nextcanada.com/next-36) - a prestigious Canadian-based youth entrepreneurship program that only selects 36 young professionals to pursue a career in tech entrepreneurship.

UTEK 2016

2nd Place Winner of the Innovation Design Competition, 2nd Place Winner of the Innovation Design Competition, a student-based engineering competition at the University of Toronto; we claimed the right to compete in the Ontario Engineering Competition by the Royal Bank of Canada.

Hack the Planet 2015

1st Place Winner at Hack the Planet, BMW Prize Winner at Hack the Planet 2015, an invite-only hackathon run by Major League Hacking (mlh.io) in Mountain View, California, USA. We won an all-expenses-paid trip to Munich, Germany.

Thiel Foundation & 1517 Fund Community Member

Exclusive Membership of the Thiel Foundation and 1517 Community, I am an accepted member of the prestigious Peter Thiel Foundation and 1517 Fund communities - both are communities full of young innovators, entrepreneurs, scientists, etc that originates from Silicon Valley.

Starter Island 2016

1st Place Winner at Starter Island, I participated in an entrepreneurship competition/design sprint called Starter Island in Manama, Bahamas and our team claimed 1st place. The product I designed was a social-enterprise - based application for consultants called Finding Home that deals with issues of land ownership et al for citizens of the Caribbean.

Skillshare Instructor

Invited Educator on Skillshare, I was invited to teach an online course all about digital product design by Skillshare, to which I did by uploading a course to their platform. I did so by collaborating proactively with a social entrepreneur here in Toronto by conducting the UX/UI redesign of her social enterprise called Saveforward - a fintech app all about saving up for microloans to SMEs in Developing Nations.

Facebook - Elegant Tools Community Member

Exclusive Membership of the Facebook Elegant Tools Community, I was invited to be a member of the Facebook Elegant Tools digital product design community, an exclusive membership of enterprise-scale designers who are passionate about improving the world through the creation of powerful and effective business software.

Myplanet Fellow

Design Fellow of Myplanet, I was accepted into a 10-day tech-focused intensive program in partnership with IBM that I took part in. I received real, hands-on experience with agile software development by working in a team to serve a nonprofit client - The Toronto Public Library; we built a web application that matches their users to relevant library programming.

EDUCATION

Bachelor's in Human Factors Engineering | Minor in Business Engineering | University of Toronto | Toronto, Canada | 2017 | 3.74

INVOLVEMENT

Founder & Speaker | Digital Trinity Labs | January 2018 to Present

- Creative Destruction Lab - I spoke about how to apply UX principles to improve usability for blockchain-based applications.
- CryptoCamp 2018 - I spoke in a panel about blockchain and usability/UX/product-design as well as made a presentation on my work at Raise (<https://www.cryptocamp.community>).
- Indie101 - I spoke about the intersection of blockchain and music.
- Blockchain for Peace - I spoke about blockchain and social impact.
- Toronto Designers Coffee Meeting - I spoke about my journey into blockchain as a designer.
- CryptoChicks Hackathon and Conference - I mentored a team of 4 to win the Business Track of this hackathon/conference.
- The Royal Jungle - I moderated the keynote given by the ex-CIO of Github.
- ETHUoft - I spoke about UX in blockchain for their inaugural hackathon.
- University of Toronto Business Association - I spoke in front of undergraduates about blockchain and cryptocurrency and how I got into it.
- Rotaract Club of Toronto - I gave a webinar all about blockchain.
- PodCamp 2018 - I spoke about blockchain and circular design/economy.
- DeFi Toronto 2019 and Celo Prosper Retreat - I spoke about blockchain and social impact as a representative of Celo
- BlockTechConnect 2020 - I spoke about blockchain and design as a representative of a blockchain-focused design studio called Chockablock (chockablock.io)