Tian Zhao

I'm a passionate digital product designer who's highly audacious, tenacious, and vivacious. I care deeply & widely about working within environments that are, highly-technical, industry-scale, enterprise-level, design-driven, exponential-in-nature, and systemically-impactful. My skillset includes Visual/Graphics Design, UX/UI/IX Design, IOS, Android, & Progressive-Web-App Design, Responsive/Adaptive Web Design, Wireframing, & Prototyping. My toolset includes Sketch/Figma/Invision-Studio, Invision/Marvel/UXPin, and the Adobe/Affinity Design Studio to name a few. I have an educational background in human factors engineering from the University of Toronto, which is a major all about human-centered design.

Work Experience

Flinks
Toronto, Canada

Product Designer - Full-Time
May 2020 to Present

- Led "The Flinks Developer Portal" by collaborating with a team of product developers and business executives to design and implement a software application all about being their B2B products for both their fintech startup and financial institution clients. We're ultimately going to be optimizing their sales funnel.

Digital Trinity Labs
Toronto, Canada

Founder & Product Designer - Self Employed
January 2018 to April 2020

- Founded a boutique design studio where I spearheaded the product design of several digital/software products by collaborating with developers & executives, such as the following:
- "Kapture": a mobile application within Consensys all about being a brand/fan engagement application with the use of digital collectibles and image recognition. We ultimately increased their customer count from 0 to 3 in half-a-year's time.
- "Paymi": a mobile application all about enabling consumers to earn cash back by spending money on daily goods & services. We ultimately increased retention by 86.49%.
- "The Kleros Court": a web application all about being a decentralized court system for jurors overseeing small-claims cases. We ultimately increased their retention rate by 125%.
- "BlockX Labs": a mobile application all about providing travelling employees an expense management solution for a traveltech client of BlockX Labs called HelloGBye. We ultimately expanded their software product catalogue with the additional of a new revenue stream. I also designed 3 other smaller products that are blockchain developer tools - the Universal Crypto Faucet (https://faucets.blockxlabs.com/), the OneExplorer (blockchain explorer for OneLedger: https://oneledger.network/), and a test product codenamed "Perscript", which was a smart contract explorer.
- "Raise": a web application all about providing small-to-medium-sized businesses/enterprises throughout the African diaspora with a corporate asset management solution so as to enable greater economic prosperity for Africans overall. We ultimately enabled the birth of a new funding and business management solution that will benefit millions upon millions of people throughout the African diaspora.

Digital Product School
Munich, Germany

Interaction Designer - Apprenticeship
September 2017 to December 2017

Championed this product called "Belt" by collaborating with a team of product developers and business executives to design and implement a software application all about investing one's spare change in cryptoassets. We ultimately enabled a successful new digital identity service to be born from this experience called Passbase.

Highlighted Accomplishments

- Claimed the BMW Motorrad sponsor prize at Major League Hacking's season finale hackathon (Hack the Planet in Mountain View, California)
- Founded a student-led choir of about 30 members at the University of Toronto called Tales of Harmonia
- 1 of 36 finalists of the prestigious Next 36 youth entrepreneurship initiative run by Next Canada