



Tina Ou

Education

2016

ArtCenter, Pasadena CA
B.S. in Product Design

Contact

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Skills

Figma
Adobe XD
Invision
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Adobe After Effects
Blender
SolidWorks
Keyshot
Keynote
Photography
Mandarin Chinese

Recognition & Awards

May 2017

The One Club / ADC Student
Award: Bronze
Impossible Project Packaging and
Rebrand

June 2016

IDSA IDEA Award Finalist
Munio, Pet Wellness Product
System

Experience

June 2020 – Present

Action Face / Remote

UX Lead 2022-2023

UX Designer 2020-2022

- Provide leadership and direction for the product's UX vision, including design prioritization, art direction, user testing, prototyping, and branding framework.
- Manage a comprehensive initiative to redesign and rebrand the entire UX flow, resulting in a 250% increase in conversion rate.
- Create and deploy a cohesive and versatile UX framework that can be seamlessly adapted for both B2C and B2B use cases.
- Ideate, create, and implement distinct end-to-end user experience (UX) journeys for multiple brand collaborations, such as NBA, ComicCon, LA Marathon, and Game Developers Conference.
- Develop and release an in-house desktop platform for B2B partners, enabling them to integrate their custom branding seamlessly into our product workflow.
- Manage a junior-level UX designer.
- Engage in cross-functional collaboration with QA, designers, developers, Scrum leads, and the executive strategic committee.
- Set up standard methodologies and uphold consistent patterns of experience and branding, which includes building the company's library of design components.
- Coordinate design review meetings with the development team, and oversee the scheduling and prioritization of code reviews that pertain to design.

August 2019 – June 2020

Ozobot / Redondo Beach, CA

Product Designer

- Accountable for creating user flows, wireframes, and high-fidelity prototypes for web, software, and mobile applications.
- Collaborate with engineers to develop UI components that can be reused and establish style guides.
- Assist the QA team in resolving any bugs or issues that arise after the product has been launched.
- Accountable for various design elements, including visual design, packaging, branding, and generating marketing assets to bolster sales efforts.
- Partner with product and engineering teams to generate design solutions, and adjust my designs to meet engineering limitations and incorporate stakeholder feedback.
- Provide design assets to the engineering team in various formats, including desktop, mobile web, and applications.

September 2018 – May 2019

GIR Get It Right / Lakeforest, CA

Product Designer

- Accountable for overseeing the art direction and design aspects of GIR and Voltaire, which includes packaging, e-commerce, print materials, advertising, and film.
- Collaborate with the sales and marketing teams to establish a consistent brand presence across all channels.
- Support the industrial design team in the development and production of products.

April – September 2018

FHI Heat / Norwalk, CA

Packaging Designer

October – December 2017

Maesa Group / Los Angeles, CA

Industrial Designer

April – October 2017

Element Packaging / Santa Monica, CA

Industrial Designer