

Tammy Tang

Profile

I am a researcher and strategist in **technology-empowered design**. I analyse complex social and commercial challenges, and speculate data-driven design for conscious and behavioral change.

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Research Experience

2023 AIGC Report **Lead Researcher** *Shanghai, Undergoing*

- Lead 15 part-time researchers and conduct meeting on weekly basis
- Research topic on **AI creativity** development and trending that aims to be published by the end of 2023
- Supervised by Assistant Professor from Communication Unveristy of China

Panasonic **Design Researcher** *London, 2019-2020*

- Conduct **enthronology** research to understand the UK, Germany, France and Italy markets under the same product secenario
- Apply “**research through design**” approach into future wellbeing exploration
- With the only “**third culture**” background in the team, I coopreate with Japanese and European market experts with an open eye for market globalization and business localization.

Industry Experience

Senior Strategy Designer *Shanghai, 2022-Now*

- Explore and identify the full potential and maximum value for the **application of generative artificial intelligence** with exclusive partnership with Open AI
- Proficiency with **qualitative research and synthesise** methods
- Conduct **quantitative study** and **usability testing** with testing agent e.g. remesh, potloc
- Take ownership of adopting **speculative design** approach and method into the current design workflow

HUAWEI **Product Designer** *Shenzhen, 2020-2022*

- Focus on **IoT smart devices** enabled digital transformation for operational management
- Take ownership of defining user journey, uncover key insights and reimagine business models, **faclitate co-creation workshop** with clients, define service scenarios and products with businss and technical experts

Education



Royal College of Art **MA of Service Design**

London, 2018-2020



TONGJI UNIVERSITY **COLLEGE OF DESIGN AND INNOVATION**

BA of Communication Design

Shanghai, 2014-2018

ArtCenter

Interaction Design

Los Angelas, 2017

Programming Skill

Familiar with
HTML
CSS

Basic with
JavaScript
D3.js
Processing

Honor



reddot winner 2021