

Tammy Tang

唐小敏

Profile:

I'm a design strategist & craftsman in technology-empowered business. I analyse complex social and commercial challenges, and **speculate data-driven design for conscious and behavioral change**.

Born in Shanghai, educated in Los Angeles and London, worked in Boston, and now working and having business trips around China. I have **multi-cultural prospect in product system and service design** in enterprise digital transformation, financial service, healthcare & wellbeing, and public sector.

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Professional Experience:

HUAWEI Experience Designer

Shenzhen, 2020-2022

- As an internal design consultant, I have engaged **the whole process of pre-sales consultation, project planning, product development and service delivery** of ten-million-level projects.
- **Take ownership of defining user journey**, uncover key insights and reimagine business models, facilitate co-creation workshop with clients, define service scenarios and products with business experts and technical experts.
- **Collaborate with development team** for product delivery, operation, and maintenance.
- **I manage a full-featured design team with 4 human resources**, including visual, motion, and front-end development. Design works have won international honor including Red Dots and IF Design Award.
- Responsible for **design guideline and asset development**, release component libraries, and provide training to ISVs in multiple industries.

Panasonic Design Researcher

London, 2019 -2020

- **With the only "third culture" background** in the team, I cooperate with Japanese and European market experts for market globalization and business localization.
- I conduct in-depth scenario research, strategic planning, design prototypes, and **support strategic design director report to C-level**.
- Incubate toolkits to assist in the transformation of services and operating models that lead to **organizational changes to reshape customer-centric operating procedures**, and **achieve sales growth of about 20%** within half a year after delivery.
- **Explore productization and commercialization solutions** for technology-driven innovation, and **develop GTM strategies**, blueprints and path planning by conducting market research, trend policy analysis, potential partner analysis and other pre-research to promote project and budget approval.

J.P.Morgan Service Designer

London, 2019-2020

- Dig into the changing market of Private Bank Company and Asset Management Company, and **reframe the collaborative operation process** of marketing and sales teams to support the end-to-end full life cycle customer service.
- Incubate the next generation of CRM management experience facing to high-net-worth customers, **reshape the way bank resources** such as customer advisors, wealth management agencies, and other banks **interact with customers throughout the life cycle**.
- **Build on data models** that determines customer preferences to build customer portraits and preferences data products.

Education:

MA of Service Design

(1st Art and Design university by the QS World Ranking)

Royal College of Art
London

Executive MBA

(enrolled module)

Imperial College Business School
London

BA of Communication Design

(ranked 1 in the class for GPA)

Tongji University
Shanghai

BA of Interaction Design

(exchange program)

ArtCenter College of Design
Los Angeles

Honor:



reddot winner 2021

Professional Experience:

PHILIPS Service Designer (Intern)

Shanghai, 2018

- **Refine customer experience, develop service ecosystems, and coordinate process improvement** in multi medical/healthcare projects: sleeping, diabetes, and medical data systems.
- **Organise and facilitate cross-departmental workshops** with internal and external stakeholders, as well as with customers and end-users, for different timeframes and expected outcomes.
- **Relate architectural service design to operation team**, including defining SOP, KPI.
- **Clearly articulate design decisions** with holistic and harmonised thinking about service and product roadmap.
- **Adopt consciousness for ROI** (Return on investment), budgeting, and cost into design activities.

CONTINUUM Branding Designer (Intern)

Shanghai, 2016-2017

- Work across multi projects with the goal to adapt and evolve the visual identity system into design applications, from digital products, digital marketing content, printed materials to industrial products.
- Understanding the user experience and business goals, I leverage design skills to imagine, illustrate, and help realise aesthetic and functional design crafts.
- Establish and promote Visual Identity System, including design guidelines, best practices, and standards, for both digital and physical products.
- Launch the latest design trends and applications study across key industries, and update the internal design system and toolkit to align with these trendings.

Design Thinking Coach:



Design Thinking Course Facilitator

London, 2019

Facilitate the short-term courses that face to C-suit at Royal College of Art, includes:

- Panasonic Creative Leadership Programme;
- Newton Business School Executive Education Course;
- National University of Singapore Executive Education Course;



Design Thinking Mentor

London & Shenzhen, 2019-2020

Mentor of the London Global Service Jam 2019 & Shenzhen Global Service Jam 2021. Facilitate the 2-days design sprint with participants from non-design background.



Design Thinking Program Developer

Boston & Shanghai, 2017-2018

- Launch extracurricular programs within two international high schools.
- Develop the whole curriculum structure, including the responsibility of the Design Thinking module. Responsible for online marketing activities.
- Activity advisor and logistics planner of the summer program at the Massachusetts Institute of Technology, U.S.

Clients/Partners:

BRITISH AIRWAYS

the second largest UK based carrier



one of the largest telephone operators and network providers



the European Organization for Nuclear Research



an artificial intelligence and cloud computing company in UAE



a local government district of West Yorkshire, England



one of the largest non-profit organization in the US



the main operator of the largest port in Northern China



the pathfinder of Alibaba's new retail



one of the oldest Chinese animation studio