

TAO ZHANG

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Hacienda Heights, CA 91745

EDUCATION

Ph.D., 2009
Human Factors
North Carolina State University

M.S., 2006
Human-Computer Interaction
Tsinghua University, China

B.S., 2004
Industrial Engineering
Tsinghua University, China

SKILLS

HTML, CSS, JavaScript

UX research and data analysis

WCAG and Section 508

Cross-disciplinary collaboration

SUMMARY

User experience researcher turned designer skilled in user research, UX design, information architecture, and web accessibility. Analytical thinker focusing on the human element in complex systems.

EXPERIENCE

UX Designer

05/2021 – Present ♦ Amazon Web Services

End-to-end UX design for an integrated new product for developer experiences.

Provide design support for multiple product and engineering teams in an agile environment.

Senior Product Designer

10/2020 – 04/2021 ♦ Esri

Designing UX framework, widgets, component guidelines for ArcGIS Experience Builder.

Leading UX design process from research, design, test, to release.

UX Designer

10/2019 – 10/2020 ♦ Amazon Web Services (AWS)

Designed key components of AWS Activate, including user-facing web apps, internal tools, and service experiences.

Worked closely with product management, engineering, and operations to continuously monitor and improve Activate user experience and key metrics.

Led UX research on AWS startup customers.

Senior UX Architect

04/2016 – 09/2019 ♦ Esri

Designed features in various areas of ArcGIS Online, Esri's web GIS platform used by over 7 million users.

Designed responsive, accessible web components for Esri SaaS products as a core contributor of Calcite Web, Esri's design system.

Mentored junior designers; built user research, design, and testing processes as team scaled from 3 to 10 members in one year.

Digital User Experience Specialist

10/2011 – 03/2016 ♦ Purdue University

Research Associate

09/2009 – 10/2011 ♦ Vanderbilt University