



# CHARMANT TAN

## Designer & Researcher

Experience Designer & Researcher with a background in human-computer interaction, service design, and user research. Ability to use Design Thinking to tell stories for the users and push boundaries for design & innovation. Strong love for how people interact with technology and a passion for putting design at the heart.

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## EXPERIENCE

### Design and Strategy Lead

Dec 2017 - Present

Rightpoint Consulting, LLC | Atlanta, GA

- Led the launch of the Mitsubishi Roadside Assist+ app for usage-based car insurance discounts by managing client relations from conceptualizing solutions, scoping deliverables, and leading the creative team
- Driving the design & creative practice for the Atlanta office through client engagements from a user-centered design process
- Strategically scoping the complexity of experiences across physical & digital touchpoints for clients like Mitsubishi, RoundPoint, Republic Metals, Volkswagen, and LexisNexis

### DesignLab Mentor

Jan 2018 - Present

DesignLab | Atlanta, GA

- Empowering students to become future designers through one on one sessions by educating best user experience practices through hands-on projects and design thinking
- Providing constructive, actionable feedback for students to work and improve from DesignLab assignments

### Sr. Service & Interaction Designer

Mar 2015 - Nov 2017

Fjord, Design & Innovation by Accenture | Atlanta, GA

- Led the interaction design practice to improve the self-services for FPL, a utility company by creating UX requirements, wireframes, designs and prototypes for key customer experiences
- Designed and developed digital solutions using mockups, usability scripts, process flows, and interactive prototypes resulting in engaging experiences
- Collaborated with stakeholders for clientele such as Coke, Celebrity Cruises, AutoNation, IHG, and T-Mobile

### User Experience Designer

Jul 2013 - Mar 2015

IBM Cloud | San Francisco, CA

- Drove the user experience and interaction design for IBM Cloud Services
- Worked closely in an agile environment with software developers on creating interactive experiences and flows for Predictive Analytics
- Performed in-depth user research through stakeholder interviews, shadowing, and task analysis for the for the large server cloud software platform

### Lead Designer

Dec 2013 - Aug 2014

TalkLingo Startup | San Francisco, CA

### Graduate User Experience Assistant

Aug 2012 - May 2013

StarMobile, Inc. | Atlanta, GA

### Graduate Research Assistant

Jan 2011 - May 2013

GT Synaesthetic Media Lab | Atlanta, GA

### User Experience Design Internship

May 2012 - Aug 2012

IBM Extreme Blue | Austin, TX

### User Experience Designer (Contract)

Sep 2011 - Mar 2012

Mobi Interactive LLC | Atlanta, GA

## EDUCATION

### Master in Human-Computer Interaction

Georgia Institute of Technology  
Atlanta, GA  
May 2013

### Bachelor Science in Computational Media

Georgia Institute of Technology  
Atlanta, GA  
Dec 2010

## SKILLS

Interaction Design	Heuristic Analysis
Service Design	Use Case Development
User Testing & Surveys	Sketch
Information Architecture	Adobe CC
Contextual Interviews	Invision
Persona Identification	Axure
Annotated Wireframing	Omnigraffle
Rapid Prototyping	Principle
User/System Process Flows	HTML5
Functional Requirement Gathering	CSS
Journeymapping	jQuery
Service Blueprint Creation	+ More

## ACCOMPLISHMENTS

2017 Mercedes Benz Digital Challenge Finalist

2017 MARTA Hackathon Winner

2014 Confidential Route Monitoring Patent

2013 Treemap Mobile Manipulation Patent

2013 Exposing Fragment Identifiers Patent