

Charmant Tan

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Product Designer - *Turning complex workflows into intuitive experiences that drive business growth.*

Summary

Product design with 12+ years of experience leading design across enterprise SaaS, complex B2B platforms, and AI-driven workflows. I thrive on 0 → 1 problems that drive business outcomes where I leverage AI tools to prototype and test ideas with real data before they ship. Currently, the lead designer on Meta's CRM AI/Automation pillar, scaling intelligence sales tools and advertising infrastructure for global teams. Based in Atlanta, GA.

Experience

Meta

Senior Product Designer · Meta CRM

2024 - Present

- Drove product design for the AI & Automation pillar by delivering intelligence workflows for global Sales teams, resulting in a 75% boost for client logging efficiency and an 83% surge in AI transcript video engagements.
- Defined the CRM search and navigation strategy for global sales teams, cutting search completion time by 53% (from 5.6s to 2.6s), boosting usage by 10%, and reducing inefficient Book of Business queries by 17%.
- Spearheaded product design for Advertiser Profile data systems, cutting signal onboarding time from days to 30 minutes and reducing daily backend entity fetch by ~85% across 177B+ monthly API requests.

Product Designer · Meta Business Suite

2022 - 2024

- Owned the Core Experiences pillar for a platform serving 37M+ monthly active businesses and 1.2M advertisers (\$1.4B revenue run-rate), designing daily social and ad management surfaces SMBs rely on to grow.
- Redesigned MBS Home to elevate core advertiser tools, driving a 40% lift in weekly active users and mapping cross-platform journeys used for executive roadmapping.
- Built high-fidelity, code-based prototypes with Claude and Muse using real data to help drive alignment between Product, Engineering, and Leadership.
- Led the design for the Ads Slider Calculator for 1.2M advertisers to forecast ad performance outcomes, generating \$3.8M in projected annual revenue and adopted across multiple Meta Ads surfaces.

Radical Design Co.

Design Principal

2019 - 2021

- Led the UX redesign of FPL's self-service portals for 6M+ users by optimizing payment and account workflows, driving high-volume online adoption and cutting payment times under 60 seconds.
- Spearheaded product discovery and design strategy for Texas Health across key business sectors, translating complex patient needs into digital workflows that boosted patient satisfaction scores by 22%.
- Grew company revenue and design capabilities by leading UX strategy for enterprise clients and scaling an in-house design team through active mentorship and hiring.

Y Media Labs

Senior Designer

2018 - 2019

- Led service design and product strategy for State Farm’s emerging AI platforms—including Becky AI and Photo Capture Assistant—streamlining claim workflows to drive a 50% increase in user adoption.
- Led end-to-end design strategy for the HCA Healthcare mobile app, mapping nurse career progression flows to drive an 85% user engagement rate.
- Managed senior client relationships and cross-functional teams across multiple accounts—including State Farm, HCA Healthcare, Spirit Airlines, and GameStop—delivering multi-platform digital strategies.

Rightpoint

Experience Design Lead

2017-2018

- Architected and launched the Mitsubishi Roadside Assist+ mobile app from initial concept to deployment, directing creative execution to earn a 2020 Future Digital Award.
- Overhauled RoundPoint Mortgage’s digital platform by conducting deep user discovery and creating a scalable design system, driving a 54% increase in customer interaction volume.
- Partnered with C-suite stakeholders at Mitsubishi, RoundPoint, Republic Metals, and LexisNexis to scope design deliverables and align UX strategy with business goals.

Fjord, part of Accenture

Senior Service & Interaction Designer

2015-2017

- Shipped FPL’s customer self-service mobile app, earning 5-star ratings across iOS and Google Play stores.
- Led UX research and service strategy for Celebrity Cruises to elevate multi-channel customer engagement.
- Partnered with C-suite stakeholders at Coca-Cola, Celebrity Cruises, AutoNation, IHG, and T-Mobile.

IBM Cloud

User Experience Designer

2013-2015

- Streamlined predictive analytics workflows across 5 global departments in an agile development setup.
- Executed 40+ hours of user research and task analysis to inform the IBM Cloud console architecture.

Skills

Design: Figma, UX and Interaction Design, Visual Design, Design Systems, Information Architecture, Prototyping

Code and AI: HTML, CSS, JS, Claude, Cursor, Figjam, AI assisted prototyping and ideation

Expertise: Mentorship, Design Sprints, Product Strategy, Cross-functional leadership, User Research

Accomplishments

Tree Map Mobile Manipulation
Patent US20140351730 | 2013

Exposing Fragment Identifiers
Patent US20160078144 | 2013

Confidential Route Monitoring
Patent US11054266 | 2013

Education

M.S. Human-Computer Interaction
Georgia Institute of Technology
Atlanta, GA | 2013

B.S. Computational Media
Georgia Institute of Technology
Atlanta, GA | 2010