

Tia Wagh

Product Designer



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EXPERIENCE

Motional (Hyundai Venture)

July, 2022 – Present

Product Designer

Boston, MA

- **Prototyped and shipped AI-powered features and interfaces** including data management tools, to streamline operations of Motional self-driving cars on Lyft and Uber networks, enabling 100,000+ successful autonomous rides.
- **Conducted 50+ user interviews with operations teams** to identify ride pain points; collaborated with engineers to ensure solution feasibility, leading to 76% reduction in user-reported issues and an improved passenger experience.
- **Created and maintained Motional's design system** comprising 60+ components, in collaboration with another designer; heightened consistency and accessibility across product suite, significantly reducing development time.

Wayfair

Jan, 2022 – July, 2022

Product Designer, Co-op

Boston, MA

- **Analyzed 7 user metrics** to redesign major Wayfair.com landing page with ~16 million yearly viewers; successfully launched MVP globally across mobile and desktop applications, leading to increased customer engagement.
- **Developed competitive audits and wireframes** to ideate solutions to critical user problems with order placement flows; led cross-functional team brainstorming sessions with engineers and PMs to prioritize viable solutions.
- **Improved content strategy** by adding clarifying content and product-care guidance, boosting customer confidence.

DigitalDesign.NYC

Oct, 2021 – Jan, 2022

User Experience Designer (Freelance)

New York, NY

- **Created responsive websites and applications** for clients like ShotKam and Trybl, increasing customer engagement.
- **Collaborated with developers and designers** to refine digital collateral through user feedback, ensuring feasibility.
- **Presented design solutions and iterations** to clients and stakeholders leading to 95% proposal approval rating.

Beryl Consulting Group

June, 2021 – Sept, 2021

Product Designer (Contract)

New York, NY

- **Designed end-to-end experience** of a web platform utilizing machine learning to streamline recruitment processes.
- **Defined information architecture and user-flows**, as well as relevant metrics such as sign-ups and activation rate, based on research insights from 25 users, leading to a 20% increase in user engagement.
- **Prioritized 30 features** by weighing impact vs. implementation costs, validating outcomes through concept testing.

EDUCATION

Parsons School of Design

Bachelor of Fine Arts, Graphic Design

New York, NY

- **Honors:** Dean's List, Dean's BFA Merit Scholarship
- **GPA:** 3.8/4

SKILLS

Design: UX Design, UI Design, Prototyping, Interaction Design, Wireframing, Design Systems, Information Architecture

Research: Usability Testing, User Interviews, A/B Testing, Quantitative Analysis, Competitor Analysis, Journey Mapping

Software: Figma, Sketch, Miro, Zeplin, InVision, Jira, Confluence, JavaScript, Adobe Creative Suite, HTML, CSS, jQuery

Visual Design: Web Design, Graphic Design, Brand Design, Iconography, Typography, Stylesheets and Guidelines