

Tia Wagh

Product Designer ❖ tiawagh0@gmail.com ❖ tiawagh.net (password: tiaprojects) ❖ 929-459-4042

WORK EXPERIENCE

Motional (Hyundai-Aptiv Joint Venture)

July, 2022 – Present

Product Designer

Los Angeles, CA

- Ship 20+ features for Remote Vehicle Assistance (RVA) software, including map enhancements and tools to direct the driverless vehicle during autonomous operation limitations.
- Conduct 100+ user interviews and usability tests, collaborating with product and engineering teams to ensure solutions meet essential feasibility and safety standards, resulting in a reduction in user-reported issues by 80%.
- Pioneer creation of RVA's design system, ensuring heightened consistency across the internal tool suite and reducing development time substantially.
- Lead implementation of vehicle configuration data and real-time checks into Motional's fleet management tool, contributing to a decrease in fault resolution time by 50% and increase in operational efficiency by 30%.

Wayfair

Jan, 2022 – July, 2022

Product Design Co-Op

Boston, MA

- Redesigned mattresses landing page on customer-facing Wayfair touch-points by analyzing key metrics, and leveraging research insights to incorporate 5 additional new product categories and pathways.
- Increased customer confidence by 60% implementing clarifying content around return policy and post-purchase instructions.
- Identified 6 major customer pain-points with ordering experiences through 10 interviews, and conducted a competitive audit to brainstorm viable solutions to increase product conversion rate.
- Integrated 3 enhancements to the design system based on digital accessibility guidelines (Level AA) to ensure inclusive experiences throughout design flows.

DigitalDesign.NYC

Oct, 2021 – Jan, 2022

Brand Design Intern

New York, NY

- Led 4 projects from clients including ShotKam and Trybl, to translate requirements into brand identities and collateral.
- Utilized design thinking to drive brand strategy and shape consumer experiences.
- Built communication and interpersonal skills by presenting design solutions to clients and stakeholders.
- Acquired advanced knowledge on how typography impacts business and product perception.

Beryl Consulting Group

June, 2021– Sept, 2021

User Experience Design Intern

New York, NY

- Designed end-to-end experience of a web platform utilizing machine learning to streamline recruitment processes.
- Documented and synthesized qualitative and quantitative research from 25 users to define information architecture, user-flows, and relevant metrics such as sign-ups, activation rate, etc.
- Prioritized 30 features by weighing impact against implementation costs, while validating solutions through user-testing.

EDUCATION

Parsons School of Design

May, 2022

BFA, Communication Design

New York, NY

- **Honors:** Dean's List (2018-2021), Dean's BFA Merit Scholarship recipient (2018-2022)
- **GPA:** 3.8/4

SKILLS

Figma, Sketch, InVision, Miro, Zeplin, Jira, JavaScript, HTML, CSS, Adobe Creative Suite, jQuery, Microsoft Office, Google Suite, UX Research, UX Design, User Interface Design, Product Design, Graphic Design, Design Systems, Brand Design, Usability Testing, Data Visualization, Journey Mapping, Wireframing, Prototyping, Interaction Design, Information Architecture, Design Thinking