

Tia Wagh

Product Designer



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EXPERIENCE

Primacy

July, 2024 – Present

User Experience Designer

Remote, USA

- **Lead and collaborate on diverse client projects in higher education, financial services, healthcare, and manufacturing**, delivering tailored digital solutions as part of a leading experience agency.
- **Redesigned 4+ Cornell University websites**, including the Human Centered Design department site, optimizing information architecture to enhance navigation, achieving a 79% average task success rate demonstrated through tree testing.
- **Performed content audits for clients including New York State's Cooperative Extension websites**, presenting insights on SEO, navigation, and accessibility issues to inform design strategy across 56 county sites.
- **Analyzed survey data for NYU Steinhardt**, uncovering insights from 500+ participants to shape their digital strategy.

Motional (Hyundai Venture)

July, 2022 – July, 2024

Product Designer

New York, NY

- **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.
- **Developed and maintained Motional's design system** comprising 60+ components and 150+ variants, heightening consistency and accessibility across the product suite, and reducing development time by over 50%.

Wayfair

Jan, 2022 – July, 2022

Product Designer, Co-op

New York, NY

- **Analyzed 15+ user metrics** to design high-traffic landing pages on Wayfair's consumer-facing mobile and desktop applications, leading to 8% decrease in page bounce rate and 4% increase in product conversion rate.
- **Produced competitive audits and wireframes** to ideate and prioritize viable solutions to user problems with product order placement flows, resulting in a 4.5/5 post-task satisfaction rating, as concluded in concept testing.
- **Increased design system accessibility compliance by 3%** by updating components to align with WCAG 2.1 Level AA.

DigitalDesign.NYC

Oct, 2021 – Jan, 2022

Freelance User Experience Designer

New York, NY

- **Created responsive websites and applications** for clients like ShotKam and Trybl, increasing customer engagement and ratings.
- **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**, referencing relevant metrics such as sign-ups and activation rate, based on research insights from 60+ users, leading to a 20% increase in user engagement.

EDUCATION

Parsons School of Design

Bachelor of Fine Arts in Graphic Design

New York, NY

SKILLS

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

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

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