NICHOLE TIAN

6+ years of driving end-to-end design excellence in B2B enterprise level SaaS products. I excel in leading teams through complex product challenges, crafting top-notch design solutions, and rooting business goals in real user needs.

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EXPERIENCES

Centric Software. Inc
Nov 2019 - Present

Providing No.1 Product Lifecycle Management software solution for consumer goods to optimize product execution from ideation to development, sourcing, and manufacture.

Senior UX Designer

- Led end to end design effort in 20+ Centric PLM projects, driving strategic growth through close partnership with cross-functional teams to conduct UX research, define roadmaps, and execute launches, resulting in increasing customer base by 300% from 250+ to 1000+ companies (6k to 18k+ brands).

- Crafted a long-term design vision for the Sourcing vertical by identifying opportunities in product audits and interviews, driving alignments and collaborative design efforts in cross-functional workshops. Validated hypotheses and landed into projects including Supplier Collaboration On Data Sheets, Sourcing Allocation, Enhanced Supplier Request, etc.

- Managed design lifecycle for workflow integration in Product Presentation project across multiple releases. Crafted a streamlined experience that significantly enhanced efficiency for LVMH marketing team.

- Extended the Design System by redefining color palettes that support 12+ UI Themes, introducing new UI components and patterns that enhance the interaction experience in Centric PLM.

- Mentored designers, fostered a supportive team culture and bridged China market gaps through effective collaboration and communication.

DecorMatters Inc.
Apr 2019 - Sep 2019

DecorMatters provides mobile and web experience aiming to help users design beautiful homes and communicate ideas with ease and fun.

UX Designer

- Launched Reward System in the core mobile App with fast validations and iterations in a 14-people startup environment. Achieved a 9.5% increase in user engagement and a 15.3% boost in user retention.

HP Inc.
Aug 2018 - Apr 2019

Worked in HP.com Design team as a hybrid UX Designer/Researcher.

Jr UX Designer

- Supported design direction for 6+ projects through UX research. Optimized key business landing pages for HP.com by conducting benchmark studies, conceptualizing ideas, and collaborating with cross-functional teams.

EDUCATION

Massachusetts Institute of Technology
May 2019 - June 2019

Certificate. Human-Computer Interaction for User Experience Design

New York University
Sep 2016 - May 2018

M.S. Electrical & Computer Engineering | Focus on UX Design

Beijing University of Posts & Telecommunications
Sep 2012 - May 2016

B.E. Telecommunications Engineering with Management

SKILLS

Contextual Inquiry / Interview / Survey / Heuristic Evaluation / Competitive Analysis / Usability Testing / Bench Mark Study / Persona / User Flows / Information Architecture / Wireframe / Rapid Prototyping / Hi-Fi Mockup / Interaction Design / Design Mentorship

TOOLS

Figma / Sketch / Adobe XD / Axure RP 8 / Zeplin / Miro / Jira / Asana / Usertesting.com / UserZoom / Maze