(404) 668.7965
Torrance, CA 90504

BOBBY TAN
Portfolio: **bobby-tan.com** [pw: portfolio]

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LEAD PRODUCT DESIGNER

A highly motivated lead product designer with deep passion and focus in mobile, smart TVs, and digital media applications. Award winner with multiple industry patents and professional experience in developing intuitive, accessible and easy-to-use consistent designs from early conceptualization to final product launch.

AREAS OF EXPERTISE

User Interface Design (UI)	Interaction Design	Motion Graphics
User Experience Design (UX)	Design Systems	Web Design
Rapid Prototyping	Typography	Iconography

TECHNICAL SKILLS

Sketch	Adobe Photoshop	HTML 5
Figma	Adobe Illustrator	CSS 3
InVision	Adobe InDesign	WordPress
Abstract	Adobe After Effects	Cinema 4D
Zeplin	JavaScript	Unity 3D

EXPERIENCE

National CineMedia, LLC, Culver City, CA   **March 2020 – April 2020**
Senior Interaction Experience Designer – Design Studio

- Created UI/UX for Noovie Trivia app for mobile and tablet.
- Created a comprehensive design system to improve workflow paradigm by 75%.
- Art directed three external design teams to ensure brand consistency and animation.
- Improved delivery workflow by introducing Zeplin to the team and UI asset version control.
- Collaborated with development team to integrate UI delivery with React Native.

AT&T, El Segundo, CA / Dallas, TX / Atlanta, GA   **June 2004 – Jan 2020**
Lead Product Designer – Experience Design Studio (Nov 2016 – Jan 2020)
Created designs and wireframes (low/high fidelity) for AT&T TV, DIRECTV, and U-verse.

- Created designs for 2019 NFL Sunday Ticket (iOS), which commands a 5-star rating on Apple App Store.
- Led design team in comprehensive projects using Scaled Agile Framework (SAFe) methodology aligning with product, marketing, architecture, and engineering requirements.
- Worked closely with producers, copywriters, motion team, product owners, product management, and developers to plan, strategize, implement, and accomplish goals for each sprint cadence.
- Partnered with user research team to conduct usability studies (affinity diagrams, personas studies, benchmark user testing etc.,) gather key data and user findings to support design strategy and to ultimately improve customer satisfaction scorecard.
- Acted as accessibility champion, close collaboration with AT&T Corporate Accessibility Technology Office (CATO) and legal team to align with FCC regulatory and universal design guidelines and requirements.
- Updated current delivery workflow, retrained six people on my team. I improved team workflow efficiency by 65%, reduced error by 80%, and consistently improved delivery time by 50%.
- Produced style guides, accessibility guidelines (software and hardware), brand expression, design systems, and iconography.

Lead UI Designer – U-verse Core Video (Oct 2010 – Nov 2016)
Designed AT&T U-verse TV core interfaces with over five major Microsoft Mediaroom client UI updates.
- Designed custom apps under Microsoft Mediaroom and open source design tools, leveraging proprietary physics engine to deliver innovative solutions for interaction models/flows.
- Worked independently with vendors (such as Microsoft, Frog, ES3) to provide creative briefs, art direction, and brand consistency.

Senior UI Designer – AT&T Mobility / Converged Services (June 2004 – Oct 2010)
Responsible for leading the design vision, execution, and user experience for cross-platform applications.
- Acted as design lead and art-director for U-verse TV Client, TV apps, such as The Weather Channel, NBC Olympics, and Music Choice.

MENTISYS, INC, Atlanta, GA   **Feb 2002 – May 2004**
Senior UI Designer – Creative Services
- Designed web applications for Citigroup, Wells Fargo, Delta Air Lines, and PNC Bank.

TERRAGLYPH INTERACTIVE STUDIOS, Schaumburg, IL
Senior 3D Animator – 3D Division
- Created 3D content for game publishers such as THQ, Disney Studios, and Hasbro Interactive.

EDUCATION
Bachelor of Fine Arts (BFA), Art & Technology
- School of the Art Institute of Chicago – Chicago, IL

Diploma in NCC
- National Computing Center - United Kingdom

Diploma in Graphic Design
- Saito Academy of Graphic Design – Selangor, Malaysia

CERTIFICATIONS
Udacity Front End Development
- Nanodegree

PATENTS
- **Method and System for Remote Control** (Issued Jul 5, 2016 – us 9386334)
- **Method and Apparatus for Distributing Merchant Advertisements** (Issued Mar 22, 2016 – us 9294730)
- **Method and Apparatus for Creating Webpages in A Media Communication System** (Issued Oct 27, 2015 – us 917276)
- **Method and Apparatus for Distributing Consumer Advertisements** (Issued Sep 24, 2013 – us 8544039)
- **Methods, Systems and Computer Readable Medium for Implementing Sales of Products Using a Trace of an Object** (Issued Feb 15, 2011 – us 7890380)

AWARDS
- AT&T Service Excellence Awards Winner (Jul 31, 2015)
- AT&T Service Excellence Awards Winner (Oct 31, 2013)
- Best Television Promo   GOLD   Promax / BDA Awards
- Best 3D Promo   SILVER   Promax / BDA Awards
- Best 3D Animation   SILVER   Malaysian Video Awards
- Best 3D Commercial   SILVER   Malaysian Video Awards