

JOE TAO

Product Designer

SUMMARY

Product (UI/UX) Designer with 3+ years shipping digital products cross-functionally. Experienced in user retention and conversion optimisation, including **2x CVR** and **50% lower Dropout Rate** at Dēpology through a Bottom-of-Funnel [design system](#) improvement. Owned brand system and user testing SOPs across 3 DTC platforms. UX Research contributed to [ACM CHIWORK '25](#), [pitched at Google](#).

EXPERIENCE

UX Advisor (Pro-bono)

STRATHWILL, London

Mar 2026 - Present

- Bridging legal and AI governance requirements into clear internal user journeys, improving user decision logic and AI-assisted workflows for faster compliance audits.

Product Designer

TUTU VIEW, London

Jun 2025 - Present

- Owned end-to-end design across 3 cross-border DTC platforms, taking ambiguous venture goals from discovery, IA, and UX flows through to developer handoff, optimisation, and launch.
- Built component libraries, token systems, and rapid prototyping SOPs across 3 brands using Figma MCP and Claude Code, reducing delivery cycle **by 70%**, cutting build time **by 40%**, and lowering monthly creative overhead **by £2000+**.
- Identified friction across Mid-funnel and Bottom-funnel journeys using 400+ user sessions, heatmaps, heuristic evaluation, and behavioural analysis; translated research findings into IA and 3 conversion opportunities, securing founder buy-in.

Staff UX Designer

Dēpology, Shenzhen / London

Dec 2024 - Jun 2025

- Led a research-led full-funnel redesign after identifying major drop-off points across product, cart, and checkout journeys; used heatmaps, session recordings, and cohort data analysis to **double checkout CVR** across 2 product launches.
- Built a reusable commerce component library, documentation, and handoff SOPs to standardise offer hierarchy, buybox states, cart patterns, and checkout behaviours, improving checkout rate and reducing production time **by 30%**.
- Created a Research-UI-Ads testing framework to connect landing-page UX, ad promise, and user perception; compressed testing cycles **from 2 weeks to 4 days** and contributed to a 50% reduction in cart abandonment.

Junior UX Designer

Travel to Qin Technology, Shenzhen

Apr 2024 - Dec 2024

- Led user research through interviews, focus groups, and field studies to understand traveller needs; translated findings into a 20-page mobile wireframe, defining navigation flow, information hierarchy, and scalable design patterns.
- Designed scalable high-fidelity prototypes, and facilitated Shopify/WordPress handoff; built an internal CMS for content and supplier-side publishing, cutting development cycle **by 50%** and labour cost **by 30%** through scalable templates.

Digital Designer (Part-Time)

manila.design, Leeds

Oct 2022 - Sep 2023

- Led UX research for a B2C website using interviews and Google Analytics; identified 7 conversion blockers, translated findings into personas and journey improvements, redesigned product-to-checkout flows, contributing to a **10% drop-off reduction**.
- Built reusable UI patterns across product, content, and checkout journeys, then collaborated with developers on responsive, production-ready handoff to improve consistency from discovery to purchase.

UI Designer

Quadtalent Technology, Leeds / Shenzhen

Apr 2021 - Sep 2021

- Assumed UI ownership mid-project under pressure, self-taught front-end basics in 3 days, shipped an enterprise website with minimal engineering revision and multi-layered approvals.
- Designed B2B enterprise UI, dashboard, and 12 data visualisation slides for C-suite presentations, ensuring consistent layout, visual hierarchy, and usability.

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KEY ACHIEVEMENTS

Conversion Optimisation

Contributed to a conversion optimisation campaign that resulted in a **£15000+ revenue increase** at Dēpology

Efficiency Improvement

Reduced product delivery cycle **by 70%** at TUTU VIEW through AI-native workflows; cut testing cycles **from 14 to 4 days** at Dēpology

Design QA & Handoff

Improved design documentation and handoff standards at TUTU VIEW, reducing repeated review meetings **by 15%**.

ACM CHIWORK '25 Publication

Thesis Research published at [ACM CHIWORK '25](#) Amsterdam, pitched at Google via UCL Interaction Centre

EDUCATION

MSc Human-Computer Interaction (Distinction)

University College London 2022 - 2023

Research published on [ACM CHIWORK '25](#); invited to pitch findings to Google.

BSc (Hons) Product Design (First Class)

University of Leeds 2019 - 2022

Thesis (Distinction) selected for [New Designers 2023](#), published on [Dezeen Magazine](#)

SKILLS

UI/UX Design

Information Architecture, Onboarding Flow, User Retention Optimisation, User Journey Mapping, Design Systems, Design Tokens, Documentation, WCAG Accessibility

Research and User Testing

User Interviews, Usability Testing, Heuristic Evaluation, Heatmapping, A/B Testing, GA4, Cohort Analysis, Thematic Analysis

Dev Tools and AI Build

Figma, Miro, Framer, Webflow, Vercel, Claude Code, Codex, Figma MCP, AI-assisted prototyping, UX simulation, HTML, CSS, JavaScript, Git, CI/CD

Skilled Worker Visa holder, sponsorship transfer required