

MEI TAN

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Experienced Product Designer with 10+ years specializing in B2B SaaS, enterprise software, and sustainability solutions. Adept at solving complex design challenges with a systems-thinking approach, user-centered research, and scalable digital solutions. Passionate about creating impactful designs that align user needs with business goals. Proven ability to lead cross-functional teams, establish design practices, and deliver measurable results.

Key Achievements

- Enabled a **£4.2M fundraising round** through user-centric design for a sustainability startup (2023).
- Launched Rio Tinto's **first digital design system** and designed their **first internal trade platforms**, boosting efficiency in derivatives trading for metals and freight contracts.
- As part of my 2012 MSc dissertation, I conducted a diary study on online news and interaction behaviors of which the research findings were utilized in **the responsive redesign of The Guardian** (theguardian.co.uk).

Core Skills

- **Data Visualization & Systems Thinking:** Visual design and interaction with complex datasets
- **Strategic Design & Leadership:** Design systems, mentorship, stakeholder alignment
- **UX Research & Business Analysis:** Journey mapping, personas, qualitative and quantitative research, product and business goals alignment
- **Interaction Design:** Wireframing, prototyping, usability testing
- **Tools:** Figma, Sketch, Adobe Creative Suite, Miro, Jira
- **Cross-Functional Collaboration:** Data scientists, engineers, product managers

Professional Experience

Lead Product Designer, [MTUX](#)

06/2021 - Present

San Francisco - Freelance & Consulting

- Provided **end-to-end product design** services for 0-1 product development, focusing on enterprise and B2B sectors, data visualization, AI/ML technologies, and sustainability.

Clients included -

- **Neural Alpha** - Conducted a thorough application evaluation and proposed recommendations for product strategy, improving usability and definition of key user workflows
- **Downforce Technologies** - Partnered with a natural capital startup to redefine customer journeys, contributing to a **£4.2M fundraising round** through impactful investor presentations. Delivered a web app redesign improving navigation efficiency and increasing user satisfaction.
- **London Stock Exchange Group** - Collaborated with data scientists and engineers to conduct UX research and usability testing for refining TCFD reporting workflows and **improving data visualization accuracy**

Sr. Product Designer, Rio Tinto

05/2020 - 05/2021

Singapore - Full-time (Hybrid)

- First design hire for the Commercial Group. Grew Product Design practice and drove UX strategy across the group to reduce project turnaround time and improve overall user satisfaction. Demonstrated leadership in establishing a new design culture

- **Led the strategy, design, and launch** of Rio Tinto's **first digital Design System**, reducing project turnaround time by **30%** and improving design consistency across teams.
- Led design for **in-house derivative trade platforms** for metals and freight forwarding contracts, reducing reliance on external vendors and improving operational efficiency.
- Improved brand consistency across digital products and managed external design resources. Exhibited strong attention to detail and quality control.

Sr. UX Designer, Refinitiv Labs

11/2019 - 05/2020

Singapore - Full-time (Onsite)

- Led research for SentiMine, an NLP-powered equity research tool, **reducing time to insight for analysts and portfolio managers by 80%**.
- Worked with data scientists to create a conceptual prototype and visualization for trading on the volatility index, enhancing decision-making accuracy.
- Fostered **cross-functional collaboration with data scientists** and engineers to refine research plans, prioritize features, and improve prototype development.
- Demonstrated leadership and communication skills in internal and global stakeholder outreach and mentored junior designers.

Maternity Leave

11/2018 - 10/2019

Interaction Designer, RMA Consulting / HSBC

02/2016 - 11/2018

London, United Kingdom - Full-time (Onsite)

- One of the first two designers hired into HSBC's corporate banking digital transformation program, leading to the creation of the bank's first corporate banking design system.
- Led the UX redesign of a legacy user management and entitlements for their commercial banking platform, engaging stakeholders across the UK, USA and Asia. Utilized critical thinking, complex stakeholder management and negotiation skills to drive project success.
- Contributed to HSBC's **first corporate banking design system**, streamlining global digital transformation efforts.

UX Designer, Workshare Ltd.

11/2012 - 01/2016

London, United Kingdom - Full-time (Onsite)

- **End-to-end design for B2b Legal Tech SaaS apps** including document comparison and dealroom platforms in a cross-functional and Agile environment
- Improved task success rates by 20% for legal professionals using the document comparison tools.

Early Career Roles

- **UX Intern, Ideaplane**, London, United Kingdom (09/2012-11/2012)
- **Digital Marketing Executive, Brasserie Bread**, Sydney, Australia (09/2009 - 06/2011)

Volunteer Work

- **Volunteer Product Designer**, US Digital Response, USA 04/2023 - current

Education and Professional Certifications

- **Advanced Figma**, DesignLab 04/2024 - 05/2024
- **Interaction Design Certificate**, Cooper U 11/2014
- **M.Sc. Electronic Publishing (Distinction)**, City University London 09/2011 - 09/2012
- **B.A. Media & Communications**, University of Sydney, Australia 03/2005 - 03/2009