Cassandra Tang

cassandratang.me   hello@cassandratang.me

About

Based in Glasgow, UK

A full stack product designer with a strong technical mindset that enjoys breaking down complex problems into delightful experiences.

Experience

Execution Lead @ Pleo
Remote / Feb 2024 / Present

Full ownership of the team's strategy and roadmap whilst leading initiatives with all regular support and strategic meetings with domain leadership

Senior Product Designer @ Pleo
Remote / Apr 2023 / Present

Full accountability of all problem spaces and ownership of business outcomes in the Partner Experience team. Driving GTM approaches and adoption, driving user research projects, design sprints and workshops with various domain stakeholders.

Mentor @ ADPList
Remote / Nov 2022 / Present

Mentoring aspiring designers in product design, research and career growrh

Product Designer @ Pleo
Remote / Jan 2021 - Apr 2023

Started in the Growth team focusing on the commercial web. Moved into the Partner Experience team after a year where I worked on creating delightful experiences for all partner bookkeepers.

Product Designer @ Colorfy
Berlin / Oct 2019 - Dec 2020

UX research, concepts and service design for IoT products and experiences. Clients included Henkel, Melitta and BORA.

Education

Glasgow School of Art

Masters of Design in Communication Design, specialising in Typography

University for the Creative Arts

First Class Honours, Bachelor of Arts in Fashion Design (Womenswear)

Skills

Design

End to end and iterative design / system design / customer centricity / user research / data analysis and insights / user flow mapping / usability testing / prototyping / design sprints / workshops

Product

Problem breakdown and discovery / risk assessment / roadmapping / commercial thinking / vision and strategy / experiments / clean documentation / ways of working

Front-end

HTML, CSS, Javascript / React.js / Next.js

Languages

English & Mandarin
Native

Cantonese and German
Advanced (B2)

Italian
Basic (A2)