

Caleb Tan

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Product Designer, Crypto.com - App Onboarding + Fiat and NFT Experiences

Work Experience

Product Designer / Crypto.com

Singapore, SIN

Jun 2022 - Present

- **Successfully designed and integrated an entire end-to-end mobile NFT experience** on Crypto.com's main app used by 80 million users worldwide
- Led enhancements on the entire app onboarding experience which have **resulted in 5% increase in KYC completion**
- **Collaborated cross-functionally and cross-regionally with Research, Product and Engineering** to prioritize new user experience enhancements
- **Initiated and identified information architecture improvements** which resulted in major project to revise app's navigation

UX Designer Researcher / Mach49

Singapore, SIN

Sep 2021 - Jun 2022

- **Collaborated on research and ideation efforts with clients** on zero to one products supported by Global 1000 companies
- **Facilitated workshops on low-stake concept testing and pain point analysis** with clients during 12-16 week sprints
- **Pitched and championed the development of new design resources** to designers and researchers across Mach49's global design community
- **Led efforts on wireframing and prototyping** for clients breaking into the Electric Vehicle and Data Center industries

Student UX Designer / Microsoft

Seattle, WA

Jan 2021 - Jun 2021

- **Led Master's capstone project in collaboration with Microsoft Support** to reduce customer support reliance and improve self-serving experience
- Analyzed and **conducted extensive user research with customers across 8 countries** which resulted in the creation of a novel research artifacts
- **Wireframed and prototyped a design solution in Figma** that was aligned with Microsoft's Fluent UI design system
- Continually validated designs with Support site customers and Product team **resulting in user validated, scalable design solution for Microsoft**

Education

University of Washington

M.S. Human Centered Design and Engineering

Jun 2021, 3.91/4.0

University of San Francisco

B.A. Psychology

Dec 2018, Summa Cum Laude

Skills

Wireframing & Prototyping

Accessible Design

Interaction Design

Storyboarding

Qualitative & Quantitative Research

A/B Testing

Usability Testing

Product Strategy

Achievements

2020 Husky AI Hackathon

University of Washington

3rd Place Winners

2021 Journal Publication

Analysis of Social Issues and Public Policy 00: 1-19

<https://doi.org/10.1111/asap.12262>