Tien-Yi Oliveira

Product Designer in Atlanta, GA

EXPERIENCE

Senior Product Designer @ Popmenu
Jan 2021 – Aug 2023

Led design-driven solutions, shaping the product roadmap and strategy for platform, menus, ordering, and front-of-house products.

- Successfully designed and released a 0 to 1 Waitlist product, where the top 10 usage clients sat over 10,000 parties within the first 3 months.
- Employed a lean testing process with internal stakeholders to efficiently and iteratively validate designs amid resource constraints in client testing capabilities.
- Led a redesign of the permissions model, improving usability and speed for onboarding team members onto the platform, and enhancing scalability for expansion into larger, multi-location restaurants.

Design Mentor @ CareerFoundry
Oct 2020 – May 2022

Mentored individuals transitioning into the UX design industry.

- Actively oversaw 10 to 12 students addressing diverse levels of design proficiency.
- Delivered high-level, in-depth feedback through 20-25 minute videos, assessing overall curriculum achievements.
- Collaborated with tutors to evaluate student work, contributing to a positive learning experience at CareerFoundry.

UI Designer @ CallRail
Jan 2019 – Dec 2020

Maintained the CallRail Design System, by iterating and implementing old and new patterns for system-wide and product-specific experiences.

- Manage over 1.6k components across 30 different libraries and with 168 styles across 7 total teams for both web and mobile platforms.
- Aligned visual language across products by collaborating with branding, marketing, and product teams to translate brand concepts into impactful UI and visual designs inside the product.

CONTACT

E: tienc25@gmail.com

P: 706-202-1972

W: www.tientienc.com

SPECIALTIES

Design Systems

Systems Thinking

Product Strategy

Ideation

Component Design

Info Architecture

Prototyping

Usability Testing

TOOLBOX

Figma

Notion

Looker

Jira

Loom

EDUCATION

Mass Media Arts, ABJ
University of Georgia