Sherman Tieu

tieu.sherman@gmail.com | (510) 866-7272 | shermantieu.com | Los Angeles, CA

WORK EXPERIENCE

Transnetyx **Oct 2023 – Present**

Product Designer

- Led the redesign of a legacy marketing website into a multi-product platform powered by a headless CMS, enabling **15x faster page launches** and **reducing per-page development costs by 90%**
- Built and formalized the UX research practice at tick@lab, establishing an ongoing feedback program with **100+ users across 20+ organizations** to inform product strategy and validate design decisions
- Led product design for Project M, tick@lab's platform modernization initiative, redesigning **Orders as the first modernized module** and establishing scalable, accessible patterns for subsequent product development
- Designed Resource Booking for SingHealth as a **net-new module built on Project M's modernized framework**, extending the system to support resource administration, configurable availability and policies, and calendar-based booking
- Led the UX modernization of **CageTracker for native Android**, simplifying RFID and barcode-based cage audits across Zebra device hardware, connectivity states, and offline synchronization
- Designed and launched **Sequencing ordering platform**, simplifying complex, conditional sample-submission requirements and creating a more efficient path from request creation to order completion
- Developed Transnetyx's **cross-product design system** to scale a lean design team's impact, establishing a shared source of truth that enabled engineering teams to modernize QuickOrder, the company's flagship ordering platform

GPARENCY **Jul 2022 – Feb 2023**

Product Designer

- Designed and launched core experiences for GPARENCY's B2B commercial real estate marketplace, contributing to **50% month-over-month revenue growth**, **$2M in funding**, and growth to **200+ annual memberships**
- Created the company's first design system and standardized design-engineering handoffs, accelerating design workflows by **60%** and reducing implementation time by **32%**

Develop For Good **Feb 2022 – Jun 2022**

Product Designer & Product Manager

- Revamped the redesign of StudyHall through strategic implementation of design sprints, increasing **new user conversions** driven by an **enhanced sign-up experience**
- Led an eight-person design and content team through design sprints to redesign StudyHall's onboarding and sign-up experience, delivering the project **ahead of schedule**

EDUCATION

University of California, Irvine: B.A. in Public Health Policy
DesignLab: Certificate in UX/UI Design

SKILLS & TOOLS

- **Product Design:** Enterprise SaaS, Complex Workflow Design, Design Systems, Information Architecture, Prototyping, UX Writing, Accessibility (WCAG)
- **Research & Analytics:** User Interviews, Contextual Inquiry, Usability Testing, Surveys, Focus Groups, Competitive Analysis, Mixpanel, Google Analytics
- **Tools:** Figma, Jira, Confluence