

Julia Tang

STAFF PRODUCT DESIGNER

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EXPERIENCE

Snap Inc. · Staff Product Designer Sep 2024 - Present

Scaled Snapchat Games from an early-stage opportunity to a **30M+ DAU** product area. Leading Messaging initiatives that have grown bi-directional Daily Chat/Snap relationships **+3.4%** since January.

Launched Topic Chats, public moderated communities for Snapchatters 18+ to connect over shared cultural moments and interests, contributing to overall Snapchat DAU growth.

Led design across six product verticals: Camera, AR, Growth, Messaging, Games, and Topic Chats. Present product strategy and design direction to the CEO weekly, driving key business decisions.

Tinder · Senior Product Designer Sep 2021 - Sep 2024

Defined and shipped Tappy Cloud, a backend-driven profile platform that drove a **20%** increase in Likes Sent and **5%+** lift in user satisfaction, architecting the foundation for Relationship Intent, profile tags, and future profile customization at scale.

Led the Discovery pod, designing 0-to-1 community features for LGBTQIA+ users and Festival Mode, creating new discovery and connection surfaces beyond algorithmic matching.

Transformed a Hackathon-winning concept into a globally shipped app redesign, introducing dark mode, prompts, quizzes, and new animations, driving measurable lifts in engagement, revenue, and user satisfaction.

Whip Media · UX Designer Jun 2020 - Sep 2021

Sole designer on a 0-to-1 suite of B2B SaaS products for content licensing and audience intelligence, serving NBCUniversal, WarnerBrothers, and HBO. Built the design system and component library from scratch. My flagship product, the Whip Media Marketplace, was the first content licensing platform of its kind.

TV Time · UX Designer Oct 2019 - Jun 2020

Redesigned Custom Lists end-to-end, driving **+14%** new users creating lists and **+15%** lists created in A/B testing. Led a company-wide Design Sprint to overhaul new user onboarding, with my personalized 3-path concept achieving **100%** task success in usability testing.

Grew the platform from **10M to 20M+** users globally and won a Webby Award for Best Entertainment App.

Tangent Agency · Graphic & Motion Designer Jun 2018 - Mar 2019

Produced multi-format campaigns (static, GIF, video, OOH) for major film and television releases, including the Lego Movie 2 campaign, which won multiple awards for social media and interactive marketing.

SKILLS

- Product strategy
- Storytelling
- Data and research-driven designs
- Executive and cross-functional stakeholder alignment
- Advanced interactive prototyping
- AI-accelerated design workflows
- Design at scale (10M+ DAU)

TOOLS

Figma, Framer, ProtoPie, Lottie
Claude, Cursor, GitHub
Adobe Creative Cloud
UserTesting, Mode, Looker
Jira, Confluence

AWARDS

Webby Award 2023

Apps & Software
Whip Media Marketplace

10-Year Hackathon Winner 2022

Tinder App Redesign
Tinder

Webby Award 2021

Apps & Software, Entertainment
TV Time

Platinum AVA, Silver Clio 2019

Lego Movie 2 Campaign
Tangent Agency

EDUCATION

UX Certification 2022

Interaction Design Specialty
Nielsen Norman Group

BFA Cinematic Arts 2014-2018

Communication Design Minor
Summa Cum Laude
University of Southern California