

(FOREVER HAPPY)

CASSANDRA TANG

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A *growth oriented* creative from an international background who enjoys complex problem solving and conceptual experimentation.

* WORK HISTORY

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|---------------|---|
| 01.21 - | Pleo, Remote / Product Designer
Working collaboratively in the growth team to create scalable design solutions that build commercial growth on the web. |
| 10.19 - 12.20 | Colorfy, Berlin / UX/UI Designer
UX research, concepts, service and visual design for IoT products and experiences.
Clients: Henkel • Melitta Group • BORA |
| 08.18 - 09.19 | Quandoo, Berlin / Brand Designer
B2C/B2B digital design and brand strategy for marketing and product teams. |

* EDUCATION

- | | |
|---------------|---|
| 03.20 - | SuperHi
Various ongoing courses in creative coding |
| 09.16 - 06.18 | Glasgow School of Art, Glasgow
Masters of Design in Communication Design |
| 09.16 - 06.18 | University for the Creative Arts, Kent
First Class Honours, Bachelor of Arts in Fashion Design (Womenswear) |

LITTLE WINS

- | | |
|-------|--|
| 11.20 | Site Feature on SuperHi
Student Hall of Fame |
| 07.19 | Singapore Airlines App Challenge 2019
Semi-Finalists (Team Submission) |

* LANGUAGES

- | | |
|-----------|---------------------------|
| Bilingual | English and Mandarin |
| Advanced | Cantonese and German (B2) |
| Basic | Italian (A2) |

PRODUCT DESIGNER

MULTIDISCIPLINARY SKILLS AND EXPERTISE IN DIGITAL PRODUCTS & EXPERIENCES / RESEARCH / TYPOGRAPHY / EXPERIMENTAL CONCEPTS / DESIGN STRATEGY / HTML, CSS & JS / VISUAL IDENTITIES & DESIGN / ABSTRACT VISUALIZATION / VISUAL MAPPING