

Tianjuan Luo (Matilda)

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Product designer with 4+ years owning end-to-end design for complex digital products — from consumer platforms to touch-interactive experiences used in live sales environments. Skilled at framing user and business problems, making defensible design decisions under constraint, and shipping research-backed products in close collaboration with engineering and cross-functional stakeholders. Experienced designing AI-assisted workflows; Vault QMS concept project attached.

SKILLS

Design: Workflow Design · System Architecture · Information Architecture · Interaction Design · Usability Testing · UX Research

Systems: Design Systems · Component Libraries · Cross-Platform UX · Documentation · Design QA

Tools: Figma · Framer · Adobe Creative Suite · Adobe XD · Jira · Prototyping · AI-assisted Design workflows

EXPERIENCE

Dream Unlimited · Toronto, ON

April 2023 – Present

Product Designer

- Operated as the sole designer across **11 platforms** with no PM — owning research, stakeholder alignment, design, and developer handoff simultaneously; when multiple teams had competing opinions, brought data and research findings to align decisions rather than letting them stall.
- Led end-to-end design for Brightwater — a live touch-screen kiosk for a 4,000-home development — from first sketch through deployment; ran usability sessions to resolve disagreements between stakeholders, resulting in **+33% increase in daily property views** post-launch.
- Caught a scalability problem on the Zibi platform (\$1B+ waterfront development) before it became a rebuild; proposed a new navigation structure that allowed multi-building expansion without starting over, **cutting maintenance costs by 39%**.
- Redesigned property browsing and inquiry flows across dream.ca by interviewing stakeholders across three departments to understand competing priorities, then running user research to show which direction the data supported — **increasing inquiry conversion by 29%**.
- Pushed back with evidence when a stakeholder direction would have broken visual consistency on Dream Industrial Leasing; presented an alternative supported by brand documentation that was adopted across the full platform.
- Built design systems for 5 products — reusable components, documented states, and clear specs — so developers could build without constant clarification, reducing implementation errors across simultaneous launches.

Links by J. Kiere · Freelance

July – November 2022

Product Designer

- Redesigned an e-commerce platform end-to-end — research-informed UX overhaul of onboarding, browsing, and checkout — **increasing registrations by 32% and checkout completion by 21%**.

Chungchun Rice Dog · Toronto, ON

October 2021 – July 2022

Designer & Marketing Specialist

- Redesigned the ordering experience (**+27% order conversions**) and led UX for a membership rewards app that reached **5,000+ members** within one month of launch.

AWARDS

Best in Design — UX Scene Designathon Competition, October 2022

EDUCATION

General Assembly — UX Design Immersive

2022

Humber College — Design College Certificate

2019

University of Waterloo — Bachelor's in Psychology

2018

ADDITIONAL

Co-founded **Bittersweet**, a coffee catering business — designed the brand identity, website, and end-to-end customer experience while running service at private and corporate events.