

Warren Tsang

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With over 10 years of experience, I specialize in building tight-knit design teams and user-centered processes that deliver superior products on time and on target. Whether you're a small company starting from scratch or an established corporation whose design has fallen behind, your challenge is what I'm passionate about. I can create the environment, recruit the team, and provide the leadership needed to guide your business to the top.

Portfolio can be viewed at: studiotsang.com (most recent samples can only be shown in-person)

Director of UI/UX Design @ DealerSocket

1.5 years • Dec 2014 - Jul 2016

DS realized that they needed a dedicated UX team if they wanted to maintain their competitive edge. I've built up a team of senior level designers, prototypers, and user researchers that are successfully delivering a full redesign of their product suite.

- Quickly built and integrated a brand new UX team that's been consistently hitting all key initiatives and milestones out of the park.
- Championed a customer-centered product design process and helped advocate its adoption across both Product and Engineering departments.
- Delighting internal stakeholders and customers who are overwhelmingly excited about the new design direction of our software and the exciting ideas coming from our team.

Creative Director @ Source Interlink Media

10.5 years • Jun 2003 - Jan 2014

Lead the design lifecycle of all digital properties and oversaw branding/UX design quality across all of the company's 60+ web and mobile sites.

- Starting in 2003 lead Automotive.com from a 12 person startup into a 100 employee company that was purchased by Primedia in 2005. Primedia Automotive was bought by Source Interlink in 2007 for \$1.2 billion. Kept role as Creative Director across all 3 companies.
- Recruited and mentored a design department of 12 employees. Fostered an environment of respect for team members and hunger for learning with training seminars and team building events.
- Lead redesigns of several key properties like MotorTrend.com and AutomobileMag.com that saw page view increases of over 300%, exit rate decreases up to 50% and continual revenue improvements.

Lead Designer @ Buy.com

3 years • Jul 1999 - Jul 2003

Created the design style and user experience guidelines across the entire company. This included the main website, iconography, splash pages, animations, and marketing materials.

- Helped Buy.com discover & implement new design processes like style guides & user experience best practice guidelines that helped develop a vision & consistency to their design that did not exist before.