TASH WONG

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EXPERIENCE

CEO & Co-Founder, Coastermatic
San Francisco, CA / New York, NY , April 2012 – Present

Coastermatic creates designer and photo drink coasters. Since the company began in 2012, the business has grown to thousands of customers around the world, including Disqus and Twitter. Coastermatic is stocked in stores across the USA, and has appeared in press such as TechCrunch, Dwell, and New York Magazine.

In my role as CEO, I've worked on every part of the business from digital and physical product design and development to vendor relations, sales, marketing, finance, legal, recruiting and management.

Independent Interaction Design Consultant
San Francisco, CA / New York, NY , September 2011 – October 2014

The Feast Connects
The Feast Connects is a online communication tool designed and built for The Feast in conjunction with the Rockefeller Foundation. I lead the the project, which ran 8 months and had a budget of $200K. During the early phase of the project I was responsible for synthesizing user research, creating the product scope and timeline, managing budgets, and creating a series of prototypes utilizing email, HTML, Javascript, and PHP. After several rounds of iteration, I built and managed a team of designers and engineers, and led them to build a mobile responsive web application which was launched in October 2014.

The New York Times
Following a busy election season, the NYTimes chose to transition some of its enterprise software. In order to minimize the impact of this change on its reporters and staff, I analyzed and recommend updates to the new system's architecture and UI. Working with their technical team to understand the constraints of the software, I delivered a series of suggested revisions to be deployed through a 3 stage implementation.

Betterment
Betterment is a digital investment platform that originally allowed users only 1 investment account. In the summer of 2011, I assisted them with restructuring their platform to allow each user the ability to manage multiple accounts. This required restructuring the way user accounts were configured, finding elegant ways to work within FDIC regulations, and creating interfaces to support the new feature.

UX Designer & Frontend Developer, OpenHospitality Ltd
New York, NY , April 2009 – August 2011

At OpenHospitality, I worked on a variety of projects. The highlight of my time there was the creation of a responsive mobile framework that allowed for the quick build out of mobile and tablet friendly hotel websites and booking engines. The product is now sold under the name OpenFlex by Pegasus Solutions and is still in use by hotels worldwide.

As the project lead, my responsibilities included analysis of existing products, user research, prototyping, system architecture design, user experience design, front end development, creation of a coordinated workflow between multiple teams, and product documentation for various audiences (sales, design, development).

EDUCATION

MFA Interaction Design
School of Visual Arts
New York, NY, 2011 – 2013

Bachelor of Design
Massey University
College of Creative Arts, Spatial Design
Wellington, New Zealand, 2001 – 2005

SPEAKING

Oh sh!t, I have to make it now.
Stories of a creative entrepreneur
TypoSF, April 2015
The BestWorst, October 2015

Think Bigger, Make Better
Interaction14, February 2014
SYPartners, March 2014
SapientNitro, March 2014
Twitter, June 2014
Smart Design, August 2014

SKILLS

Analog
Team and project management • Systems thinking • UX design • User research and analysis • Insight generation • Concept innovation

Wireframes • User journey creation • Prototyping • Workflow and technical documentation

Digital
HTML • CSS • JavaScript • jQuery • PHP • MySQL • WordPress • Shopify Liquid • Adobe Creative Suite • OmniGraffle • Merlin Project • Sketch • Framer