

ELAINA TIA

PRODUCT DESIGN LEADER

PROFILE

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SUMMARY

Leading teams to deliver on a unified product vision and elevating the user experience to a global audience.

SKILLS

Product Design, User Experience Design, User Interface Design, Wireframing, User Flows, Information Architecture, User Research, Feedback Analysis, Usability Testing, Interactive Prototyping, Responsive Design, Customer Journey Mapping, Personas, Service Design, Product Management, Data Visualisation, Market Research, Web and Mobile Analytics, Agile

TOOLS

Figma, Miro, Google Analytics, Adobe Analytics, HTML, CSS, JavaScript

EXPERIENCE

Trainline

Product Design Lead

October 2022 - Present

- Crafted a 3-year strategy and long-term vision for Global Search, utilizing foundational research and insights, serving as the roadmap for Trainline's primary product experience.
- Devised a hypothesis tree for all the opportunity areas within Search, becoming the north star of the global booking experience and a foundation for other verticals to operate under for their individual roadmaps.
- Designed and delivered five impactful features core to the global booking flow that resulted in an increase in Net Ticket Sales of £19.1M to British and European markets within four months.
- Transformed a visionary concept for a post-booking experience in app into a tangible shipped product within six months, creating a scalable and flexible architecture for other verticals to utilize and build upon, resulting in £5.4M annual Net Ticket Sales through retention.

Meta

Product Designer

September 2021 - July 2022

- Strategised and designed the experience for Messenger Community Chats, a 0 to 1 product involving complex systems and collaboration amongst 10 teams across 5 organisations. Worked closely with Product and Engineering to deliver and launch the MVP in June 2022, within four months of joining the team.
- Designed and shipped five features ensuring that user safety and well-being was prioritised on the new Facebook surface of Community Chats and that users have a fair enforcement experience with appeals for content takedowns and account disables in the Messenger and Instagram products.

LinkedIn

Product Design Manager

Aug. 2019 – August 2021

- Recruited, hired, and managed a team of five individual contributors to ensure quality results. Drove project delivery and accountability to Product, Engineering, and Marketing partners, resulting in \$1 billion in annual revenue.
- Led a design sprint including the Director of Product and 11 other key stakeholders to define the problem and produce validated results for a high visibility Sales Navigator homepage redesign, directly impacting the destination where all user workflows begin.
- Guided the direction of a 3-year strategy for the LinkedIn Sales Solutions business, advocating for the best user experience in the product and prioritising delivering value and trust for LinkedIn members.
- Drove the vision and delivered a visual narrative to inspire the R&D organisation to focus on a new user type that devised 45% of the industry's total addressable market.
- Represented LinkedIn as a coach and mentor for international female leaders with TechWomen, an initiative of the U.S. State Department, to empower the next generation of product design thinkers and leaders in STEM.

EDUCATION

University of California, Los Angeles

Sep. 2007 – June 2011

B.A. Communication Studies 3.8 GPA Summa Cum Laude