

MONICA TAN

PRODUCT
MANAGEMENT &
DESIGN EXECUTIVE

CONTACT

📞 650-823-9831
✉ theemptydesign@gmail.com
🏠 Palo Alto, CA
in [LinkedIn](#)

EDUCATION

**BACHELOR OF SCIENCE IN BIOLOGY
MINOR IN PSYCHOLOGY**

University of Massachusetts -Amherst

SKILLS

Innovative Design & Development
Strategic Planning & Execution
Cross-Industry Background
Revenue Growth Strategy
Client Relationship Management
Cross-Functional Collaboration
Cost Containment Strategy
User Engagement
Empowering Thought Leader
Project Management
Agile & Scrum Methodologies
Trusted Advisor

PROFILE

Accomplished, performance-driven leader with 20+ years of experience driving product design, product management, and user experience strategy, delivering products to market that surpass expectations and elevate financial results. Serve as a subject matter expert (SME) and trusted resource within organizations, aligning product design with key product management strategies to create tangible solutions.

- Mentor, coach, and guide teams, fostering talent development and optimizing business capabilities through enhanced employee performance.
- Proactively drive product development by facilitating a holistic approach that fuels demand, fosters high engagement, and creates a competitive advantage.
- Capitalize on data-driven metrics, consumer insights, and customer feedback utilizing all user feedback channels (e.g., usability testing, focus groups) to support strategic decisions and define product roadmaps.
- Excel at building and strengthening relationships with internal and external stakeholders, ensuring a cohesive, collaborative approach to product design, product management, and development.
- Integrate a user-centric approach to elevate user engagement for a global experience.

WORK EXPERIENCE

SVP Product and Engineering | VP Product & Design | Sr. Director, Product Design

SCIENCE EXCHANGE | 2020 - Present

Joined the organization initially as the Director of User Experience, quickly demonstrating success and earning the appointment to lead and manage product and engineering strategies. Oversee the full lifecycle of product development, from conception and design through delivery. Lead a team of 17 employees in building the product development roadmap, identifying the needs of the market, establishing a product strategy, and introducing the end product to market. Liaise between revenue team and engineers, delineating the strategy, requirements, and prioritization of features, ensuring adherence to cost structures and financial guardrails through all product development stages.

- Build products that align with business vision and motivate purchasing, leading to double-digit growth in revenue metrics.
- Revamp products and launch new iterations that create a competitive advantage in the market.
- Rebuild the current product with new anticipated features for customers in a brand-new tech stack.
- Hire talent accordingly to build in new tech stack while maintaining the current technology stack.
- Deliver solutions to ambiguous problems by clearly identifying the challenge and forging a strategy, capitalizing on a forward-thinking, strategic visionary approach to anticipate the marketplace's needs and penetrate untapped opportunities.
- Leverage data-driven metrics, customer insights, and customer feedback to identify features and products to develop and bring to market.
- Develop partnerships with third-party experts, consumer panels, and service providers, orchestrating collaborative approaches to conduct research and development with unparalleled speed, achieving on-time project deliverables.

MONICA TAN

PRODUCT MANAGEMENT & DESIGN EXECUTIVE

SKILLS

Adobe Illustrator, Photoshop, XD

Figma

Sketch

InVision

Google Design Sprint Methodology

EARLY CAREER

SHOPWELL

User Experience Lead

LEVEL STUDIOS

User Experience Manager

Information Architect

MOTIF INVESTING

Senior User Experience Designer

STARCITE INC.

Senior User Interface Designer

VISIBLE PATH-HOOVER'S

INTUIT, CORPORATION

Senior User Experience Designer

PHOTOSITE-UNITED ONLINE

Senior User Interface Designer

WILDCARD SYSTEMS-EFUNDS

Senior User Interface Designer

CITRIX SYSTEMS, INC.

Senior User Interface Designer

DIGITAL EQUIPMENT CORP

COMPAQ COMPUTERS

Human Factors Engineer

WORK EXPERIENCE (CONTINUED)

DIRECTOR OF USER EXPERIENCE

SCIENCE EXCHANGE | 2018 - 2020

Executed a complete rebrand of the company's product upon hire, leading the design, research, product testing, and product launch strategies, delivering a product that accelerated the success of the business. Facilitated the development of the product roadmap, leading a strategic team of cross-functional leaders to establish the blueprint for product builds, define requirements, and complete designs.

- Introduced and launched a funnel analysis to further understand revenue generation based on specific datasets and criteria, enabling an ability to drill down into specific consumer segments to understand purchasing behavior.
- Orchestrated a collaborative approach to product design and improving the UX, allowing for further customer adoption.
- Implemented a fail-fast approach to product design by integrating Google Design Sprint methodology, increasing the speed of idea evaluation and brainstorming and rapidly moving on to the next design, boosting annual project throughput while simultaneously improving team morale.
- Served as the SME and resource in Design Sprint strategies, training employees to implement across the organization.

PRINCIPAL USER EXPERIENCE DESIGNER

ANOMALI | 2016 - 2018

Served as a pivotal leader in unifying and defining the vision of the product experience for all Anomali products, partnering closely with product management and engineering to shepherd the product experience through the full product development lifecycle. Hired and retained 3 product designers to continue the process of unifying all Anomali products into one cohesive experience through the look and feel and product experience.

- Single-handedly redesigned the flagship Anomali product Threatstream and Anomali Match to create a family/suite of products relationship through design and product experience. The redesigns were integral to the 2-300% YoY annual revenue growth.
- Boosted sales, financial results, and increased consumer adoption of Anomali Match through user experience redesign, the original product built on Kibana UI language had lagging sales due to clients believing they could build it themselves by utilizing the Kibana framework.

DIRECTOR OF USER EXPERIENCE

ALIENVAULT | 2013 - 2016

Joined the startup organization during the transitional phase of operations (management of company moved from Spain to US) redesigning and architecting the flagship product, AlienVault Unified Security Management (USM).

- Developed and constructed wireframes, workflow diagrams, product requirements, and user experience prototypes, which were implemented into the final product.
- Redesigned and built the design pattern & component.
- Built from the ground up the first crowdsourced threat intelligence community called AlienVault Open Threat Exchange (OTX). Designed the product at an unprecedented rate, allowing for release of product months sooner than anticipated.
- Designed and wrote detailed specifications for the cloud-based product, AlienVault USM Anywhere.
- AlienVault USM Anywhere and AlienVault OTX received tremendous positive recognition, including 2016 Gartner Magic Quadrant for SIEM as a visionary. This led to the successful acquisition by AT&T in 2018.