

CELINE TA

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\ EXPERIENCE

STACKPOINT VENTURE STUDIO, Aug 2021 - Present

Product Lead / Senior Product Manager, Jun 2022 - Present

Senior Product Designer, Aug 2021 - Jun 2022

- > Lead 2 startups from opportunity area exploration through pilot, first hires, and finding product-market fit
- > Design and execute qual/quant market and design research, including surveys, in-market tests, user co-design, in-depth interview, and secondary research
- > Develop personas and customer experience to align complex stakeholder incentives, ranging from land developers and lenders to older Americans in vulnerable financial situations
- > Craft product wireframes, prototypes, and landing pages, including design and content, in Figma and Webflow in collaboration with designers and engineers
- > Set and manage timelines, metrics, and team culture in collaboration with founder CEO and exec team

DANGER FORT LABS, Aug 2019 - Jul 2021

Senior Design Consultant, Sep 2020 - Jul 2021

Design Consultant, Aug 2019 - Sep 2020

- > Recommend design and strategy changes, culminating in over-enrolled programs (3000+ enrollees) across multiple sectors (education, pharmaceuticals, SaaS)
- > Facilitate design research and product-market-fit sprints at startups and large corporations, including Harvard Business Review, Novartis, and more
- > Design and conduct user research methodology, including interviews, surveys, and user observation
- > Develop high-trust relationships with clients and stakeholders, coaching them through change management, enabling a learning culture, and quickly innovating and responding to the market

FREELANCE DESIGN / STRATEGY RESEARCHER, Jan 2019 - Aug 2019

- > Conduct landscape and user research for Harvard Business Publishing's Incubator and Omidyar Network
- > Synthesize research-based frameworks to guide multi-million dollar investments and 5-to-10-year strategic vision

FUTURE LABORATORIES, Aug 2017 - Apr 2019

Designer & Analyst, Mar 2018 - Apr 2019

- > Conduct landscape analysis and literature reviews to support post-doc research into high-leverage interventions on homelessness, mental health diagnostics, equitable use of public space, and the future of work
- > Create stakeholder maps, user journeys, and system maps to inform product strategy and service design
- > Lead interdisciplinary ideation workshops, bridging and translating between social science researchers, designers, policymakers, and entrepreneurs

Project Manager, Economic Insecurity, Aug 2017 - Jan 2018

- > Manage ambitious 6-month series of agile research sprints across three workstreams (economic simulations, inclusion, and storytelling) and a 4-person remote team, including hiring and managing contract help as needed
- > Synthesize insights into clear data visualizations, system maps, and a 160-page book for a lay audience

\ EDUCATION

FRANKLIN W. OLIN COLLEGE OF ENGINEERING, Needham, MA, USA

B.S. Engineering, with a concentration in Product Design & Development, Class of 2017