

# ran tao

san francisco, ca | 617.784.0913 | ran@ephexi.com

## EXPERIENCE

### senior user interface designer

**TAGGED** | 1.2011-Present

#### SOCIAL NETWORK FOR MEETING NEW PEOPLE

- + Designing new web + mobile experiences for over 100 million users
- + Designed the Elections game
- + Designed the Facebook Canvas app
- + Redesigned the internal admin tools + analytics pages
- + Ongoing creation of artwork for promotional media and sponsored events

### web & mobile developer | designer

**LAT22** | 10.2010-2.2011

#### EARLY-STAGE HAWAII TRAVEL STARTUP

- + Designed and built the website
- + Helped design the mobile app

### user experience designer

**MICROSOFT CORPORATION** | 11.2007-6.2010

#### WINDOWS EXPERIENCE DESIGN & RESEARCH (XDR)

- + Designed the next release of Windows and Windows Live by creating compelling social networking scenarios with robust sharing functionality and identity features for client, web and mobile platforms
- + Produced wireframes and high fidelity mockups while incorporating usability results into the iterative process
- + Products shipped include Windows Live Writer, Profile, Account, Web activities, What's new, Favorite things, People search, and Private messaging from Wave 3
- + Integrated 3<sup>rd</sup> party services including Facebook, MySpace, Twitter, YouTube, etc.

### researcher | designer

**MICROSOFT RESEARCH** | SUMMER.2007

#### VISUALIZATION AND INTERACTION FOR BUSINESS AND ENTERTAINMENT (VIBE)

- + Designed a task re-hydration timeline visualization to be used by software developers
- + Researched timeline visualizations across the company
- + Designed the user interface for a panoramic photograph stitch fixer

### interactive applications designer

**VERIZON COMMUNICATIONS** | SUMMER.2006

#### FIOS TV PRODUCT LINE MANAGEMENT

- + Managed a multimedia design project for the FiOS TV Interactive Program Guide

### process engineer

**INTEL CORPORATION** | SUMMER.2003 & 2004-2005

#### D2 LITHOGRAPHY & DIFFUSION/THIN FILM METROLOGY

- + Co-owned Registration (REG) toolsets used to measure alignment of lithography layers

### undergraduate research assistant

**MIT MEDIA LAB** | SUMMER.2002

#### HOME OF THE FUTURE CONSORTIUM | HOUSE\_N/CHANGING PLACES

- + Developed conceptual system for networking a demo of the Chassis/Infill model

## EDUCATION

### masters of professional studies in interactive telecommunications

**NEW YORK UNIVERSITY** | 2005-2007

#### TISCH SCHOOL OF THE ARTS | INTERACTIVE TELECOMMUNICATIONS PROGRAM

- + Concentration in Social Networking and Mobile Computing

### bachelors of science in electrical engineering and computer science

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY** | 2000-2004

- + Concentration in Visual Arts and Bioelectrical Engineering

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## RECOGNITION

**TEDxBayArea TEDWomen TEDxTalks 2010** | PRESENTED [marketyoyo](#)  
**COME OUT AND PLAY FESTIVAL 2006** | SHOWCASED [quoto & you are not here](#)  
**CONFLUX FESTIVAL 2006** | EXHIBITED [you are not here](#)  
**ARS ELECTRONICA FESTIVAL 2006** | PRESENTED [mobile assassins](#)  
**MIT IDEAS COMPETITION 2004** | \$5K LEMELSON-MIT PRIZE FOR [chlorination in honduras](#)

## SKILLS

**DESIGN** | Photoshop, PowerPoint, Illustrator, Expression Blend, Maya, Final Cut, Premiere  
**DEVELOPMENT** | HTML5, CSS3, jQuery, iOS, Java, J2ME, C#, PHP, SQL