

# Tan Vo

SENIOR UX DESIGNER

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## EXPERIENCE

### Expedia Group

UX Engineer

May, 2022 - Jan, 2026

Designed and developed Expedia Group's creator ecosystem: Travel Shops, Travel Videos, and the User-Generated Content (UGC) Ads Program. Launched Travel Shops to 8,000+ creators and unlocked a new business revenue stream. Recognised with the **2025 AI MVP Award** for building an AI trip-planning agent enabling creators to monetise travel recommendations at scale.

- Conducted user research with creators and travellers, synthesising findings into product direction and design decisions
- Partnered with product and the leadership team across multiple projects to frame problems, align on direction, and prioritise scope
- Collaborated with engineers to co-design features and communicate decisions at a systems level, covering component architecture, state, and edge cases
- Built an AI trip-planning agent product in 2 weeks, from initial concept to production-ready software, with NextJS and ShadCN
- Utilised and contributed to Expedia Group's design system, establishing shared components and patterns adopted across product teams
- Built and shipped frontend features alongside the engineering team to Travel Shops and the Creator Hub, working in React and TypeScript
- Designed a multi-step onboarding flow for Travel Shops, reducing friction for creators entering the platform

### Comestri

Senior Product Designer

Aug, 2021 - May, 2022

Led redesign of Comestri's bulk upload tool and merchant dashboard (PIM platform serving 48 major Australian retailers, 1M+ SKUs), grounding decisions in usability studies across 9 clients that directly shaped 3 initiatives in the company's strategic roadmap.

- Worked directly with the Head of Product and leadership team to identify problems and prioritise initiatives across the platform
- Partnered with engineers to shape features together, bridging design intent with technical constraints

### LEAP Dev

Senior UX Engineer

Jan, 2019 - Aug, 2021

Designed products for legal practitioners across LawConnect, LEAP's iOS and Android apps, LEAP Marketplace, and ByLawyers, a legal guides and automated precedents platform. Contributed to the Galaxy UI design system, establishing shared patterns across products.

- Ran usability sessions with lawyers and translated complex legal workflows into clear flows, wireframes, and prototypes to improve efficiency for legal practitioners
- Collaborated with engineers to co-design features balancing user experience with technical feasibility
- Led design across LawConnect 2.0, LEAP's iOS and Android redesign, LEAP Marketplace, and ByLawyers from problem framing through to delivery

- Utilised and contributed to the Galaxy UI design system, establishing shared patterns that accelerated delivery across LEAP's product suite
- Built and maintained frontend components for LawConnect (AngularJS) and By-Lawyers (React)

### **Jurlique**

UI/UX Designer  
Jun, 2017 - Jan, 2019

Led redesign of e-commerce site, migrating from Magento to Salesforce Commerce Cloud, resulting in increased conversions.

### **APG & Co**

Web Developer  
Jan, 2016 - Jun, 2017

Led design and development of key e-commerce features including Afterpay integration and mobile-responsive redesign, improving mobile conversions and average order value.

## **PROJECTS**

### **Skate AI**

Jan, 2025 - Present

Built an AI-powered UX research tool that plans, conducts, and analyses user interviews. Built with NextJS, TypeScript, and ShadCN.

## **SKILLS**

### **Design**

UX Design, Interaction Design, Visual Design, Design Systems, User Research, Strategy

### **Technical**

React, NextJS, TypeScript, ShadCN, HTML, CSS

### **AI & LLMs**

Prompt Engineering, Harness Engineering, Agentic Engineering, MCP

## **EDUCATION**

**University of Sydney,  
NSW, Australia**

Bachelor of Design Computing