

BONNIE TAO

LEAD PRODUCT DESIGNER

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Toronto, Canada

Product design leader with 6+ years across FinTech, Telecommunications and Entertainment, and co-founder of a content production company. I own design end-to-end on high-traffic revenue surfaces, mentor designers, and set direction that ships against measurable business outcomes.

EXPERIENCE

Rogers Communications | TORONTO, CANADA

Sr. Product Designer

Apr 2022 – Present

- Own end-to-end design for the Residential buyflow (Internet, TV, Streaming, Home Security) across new activation and existing-customer upgrades — the primary digital revenue path for Rogers' personal clients, serving over 2 million sessions per month.
- Partner with UX Research, Data Science, Content Design, Engineering and Product Owners to validate concepts qualitatively and quantitatively, iterating against live conversion and drop-off data.
- Built and rolled out "Testing Your Own Design", an AI-assisted concept-testing program now used by the design team: designers generate prototypes with AI and validate them on UserTesting themselves, instead of queuing for research. Concept-to-prototype turnaround fell from 2 weeks to 5 days.

ATB Financial | REMOTE — TORONTO, CANADA

Product Designer · Concurrent Contract

Dec 2022 – Jun 2024

- Primary designer for the Money Movement portfolio and secondary designer for Account Access, while mentoring 2 junior designers.
- Worked with PM on portfolio roadmapping and led end-to-end design for 680k+ ATB Personal users across web, iOS and Android.
- Initiatives included e-Transfers, bill payments, global transfer, account transfers, security and account management.

iQiyi (Nasdaq: IQ) | TORONTO, CANADA

UI/UX Designer

Feb 2021 – Apr 2022

- Aligned cross-platform design (responsive web, iOS, Android, TV) through growth from 6M to 8M monthly active users in 6 months, with 33% growth in paid membership.
- Found a 43.2% exit rate on the Membership Selection page; redesigned product and benefit display in checkout and simplified the payment process, and the overall proportion of premium membership rose 23.6%.
- Increased sign-up rate 43% by redesigning the registration flow, adding registration entries and introducing a "Points" collection system.

SKILLS

Design

User Research
Usability Test
Wireframe
HiFi Mock-ups
Prototype
Design System

Tools

Figma
Sketch
Adobe Suite
UserTesting
Google Analytics
Mixpanel
Final Cut Pro

AI

Prompt & context design
AI-assisted prototyping
Concept testing w/ AI prototypes
Evaluating model output
Designing for probabilistic systems
Claude · ChatGPT · Figma AI ·
Midjourney · Kling

Code

HTML
CSS

Language

English
Chinese

EDUCATION

Royal Holloway, University of London

MA, International Broadcasting
Sep 2014 – Sep 2015
London, UK

University of Toronto

BA, New Media Studies & Studio Arts
Sep 2010 – Jun 2014
Toronto, Canada