

Thao Thai

CONTACT

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San Diego, CA

SKILLS

Claude · Lovable · Cursor
Figma · Sketch · Adobe XD
Photoshop · Illustrator
Strategic Design · Systems Thinking

ABOUT

Strategic Designer specializing in 0→1 innovation, AI-native systems, and complex platform ecosystems. Proven track record of navigating extreme ambiguity to deliver high-scale solutions and driving high impact through creative solutions and "future-vision" storytelling.

Education

Springboard

UI/UX Design Intensive · 700+ Hours
2020–2021

FIDM

AA, Fashion Merchandising & Marketing
2019

Academy of Arts University

BFA, Fashion Design
2014–2017

Methods

User Research
Rapid Prototyping
Interaction Design
Information Architecture
Systems Thinking

Experience

Intuit

Staff Product Designer
VEP Innovation & IEP Foundation
Aug 2025 – Present

Intuit

Senior Product Designer
VEP Contact Options & Innovation
Jan 2023 – Aug 2025

Uplight

Product Designer
Oct 2021 – Oct 2022

DemocracyLab

UI/UX Designer · Freelance
Jun – Dec 2021

- **0→1 AI Strategy:** Led ground-up redesign of "AI-Native IEP," expert workspace serving 12,000+ tax and bookkeeping professionals; three production releases in nine months.
- **Systems Thinking:** Defined foundational interaction models for AI-assisted workflows across Intuit's expert use cases.

- **Strategic Vision:** Built "Future Vision" prototypes (Human Handover, Expert-in-the-Loop, TPA Agent) shifting roadmap toward AI-agent integration.
- **Efficiency:** Engineered self-serve ABR UI; delivered ~\$8.8M in cost savings and reduced AHT across three business segments.
- **Cross-Domain:** Designed customer-to-expert connection points across TurboTax and QuickBooks for "right-moment" intervention.

- **Reimagined transactional workflows for major US utility providers**, turning complex data into intuitive, relational customer experiences.

- **Designed scalable coordination tools for non-profits** to manage real-time resource distribution for homeless communities.