

Tiho Tadic

[pronounced tea-hoe tad-each]

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Principal Product Designer with two decades of experience leading teams of creative thinkers to solve complex user problems. Engineering background in information design with expertise in usability, psychology, and user-centered design. Currently driving AI-powered product initiatives and scaling design teams at high-growth SaaS companies, with a focus on elevating teams, optimizing processes, and delivering measurable business outcomes.

Education

M.Sc. Information Design,
Web & Usability Engineering
University of Applied Sciences
FH JOANNEUM
Graz, Austria || 2001 – 2005

thesis: *Building Interactive Prototypes
to Optimize User Experience*

volunteered in Web team, and on
the Formula Student racing team

Talks, Publications, Awards

Conference Talk
Thinking Beyond Binary Gender in Software
uXperience | Design for Good
Micro-Conference, University of Waterloo
Waterloo, Canada || 2022

Conference Talk
Writing for the Web
User Conference BRAINSTORM 09
Toronto, Canada || 2019

Article in Trade Association Magazine
Design of a Mobile Phone for Senior Citizens
i-com 1/2006 (“Design for Aging” issue)
Graz, Austria || 2006

Design Award
Digital Multifunctional Instrument Display
BMW Best Student Design Award
Munich, Germany || 2003

Employment

Lead Product → Principal Product Designer @ WorkTango
Toronto/Austin/Chicago (remote) || 2022 –

building end-to-end AI powered software solutions across multiple
product lines and platforms

collaborating with product and engineering leads to define and
drive a roadmap, and working cross-functionally to define the
design vision and implement seamless user interactions

defining research methodologies and presentations the team uses
to succeed

breaking down complex problems into design solutions

leading AI education efforts, and keeping weekly AI ideation hours
as a founding member of WorkTango AI Council

tracking user KPIs across multiple products

leading the continued refinement of the design system

executing wireframes, user flows, presentations, prototypes,
diagrams, and high-fidelity visual designs

Senior Product Designer → UX Lead @ CampBrain
Toronto, Canada || 2012 – 2022

worked alongside Head of Product and Software Architect to define
scope, plan, and design every product feature since 2012

responsible for prototyping and presenting end-to-end user
experiences to stakeholders

headed a small team in charge of designing, prototyping and
implementing all user interfaces in the flagship SaaS product

led design from discovery and user research, through wireframes
and high-fidelity interfaces to usability tests in a Lean UX cadence

contributed to specific design operations, detailing processes,
guidelines, design principles, and best practices in user research

blueprinted all UX team workflows, designed the UX hiring process,
grew the headcount from one to three, and mentored junior
designers and front-end developers

Skillset

Product Leadership

devising product strategies and roadmaps, and leading AI initiatives

working with customers to understand their challenges and requirements

building and leading design and engineering teams

nurturing cross-team collaboration

collaborating with teams from ideation to product launches

employing Design Thinking and Agile methodologies

establishing and refining requirement templates

creating neurodiverse meeting formats

UX

designing information architecture

running Charrettes and Design Sprints

building design systems

conducting usability tests, user tests and UX research

organizing and facilitating focus groups

developing prototypes ranging from paper to interactive

performing IA and navigation improving exercises, i.e. card sorting, field tests, eye-tracking

mapping user journeys and experiences

building service blueprints

Check out [my portfolio](#) for more details

Employment (cont'd)

Interaction Designer @ Questrade

Toronto, Canada || 2011 - 2012

created **storyboards, user-flows, mock-ups, prototypes** and **functional specifications** to effectively communicate interaction and design ideas

worked closely with product developers, business analysts, designers, and PMs to **redesign an internal CRM tool**

Information Designer @ FH JOANNEUM University

Graz, Austria || 2005 - 2008

developed an **internet/intranet content management system** and trained the faculty, staff and employees on how to use it efficiently

designed and developed a **touchscreen and infoscreen driven guidance/signage system** for accessing interactive campus data

Interaction Designer @ Philips-Sagem

Vienna, Austria || 2004

joined Philips/Sagem User Interfaces department to **develop an interactive prototype simulator** that was used as a tool for shaping the user experience and for composing the requirements when developing multifunctional devices

User Interface Designer @ Leica Geosystems

Heerbrugg, Switzerland || 2004

researched and designed a **touchscreen user interface** for machine automation embedded systems

met strict requirements for the system to be used in rough atmospheric conditions, direct sunlight, dirt and during heavy vibrations of construction machines

Volunteering

UX Book Club Kitchener-Waterloo @ Communitech

I co-lead a 400+ bookworms strong Kitchener-Waterloo chapter where 10-12 members gathered monthly to discuss a book and participate in exercises to employ proposed methodologies

Ladies Learning Code @ CLC

As a mentor, I provided support for the learners, helping everyone gain exposure to coding in a safe and comfortable environment