# Kyle Tsai-Simek

## kylets.carbonmade.com

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Education California Polytechnic State University, San Luis Obispo

June 2017

Bachelor of Science, Graphic Communication - Web and Digital Media • 3.5 GPA

Interaction Design, Web Development, Digital Typography, Digital Photography, Intro to Computer Science

Work Experience

Weal Life, San Francisco, CA

June 2016 - Current

### rience Product Designer

- Acting as liaison to developer team, prioritizing tasks and managing deliverables
- Creating technical specifications in JIRA for development team
- Optimizing and delivering assets in multiple sizes for Android and iOS devices

#### **Product Design Intern**

- Defined feature and functionality list for the application
- Created system map and flows, wireframes, mockups, prototypes across design iterations
- Designed user interface for the entire mobile app, including home, tasks, messages, and news
- Conducted user testing and iterated designs based on user testing feedback
- Managed design schedule for two design interns, and presented schedule to investors
- Built fully functional interactive prototype in Pixate, which was used in investor pitches

Accompa, San Luis Obispo, CA

March 2015 - June 2016

#### **Product Design Intern**

Push the Hay: logic puzzle mobile game for iOS and Android

- Participated in product ideation and concept building of the application
- Researched mobile games and performed competitive analysis on other Sokoban apps
- Selected game levels from online resources, filtering for fun, difficulty, and mobile fit
- Created requirements, managed offshore development team, and tested app releases

DartGenie: darts scoring mobile application for iOS and Android, with more than 10K downloads

- Performed competitive analysis, researched and developed marketing plan
- Created mockups and layouts using Illustrator; assisted with graphic design, audio file cutting
- Wrote requirements for offshore development team; developed the AI for GenieBot
- Managed offshore developers, prioritizing tasks and tracking progress
- Created test plans and tested the apps on multiple devices

IdeaGlow: idea generation and gathering enterprise web application

- Created white papers using InDesign for use in lead gen marketing
- Generated leads using LinkedIn and Capture; documented lead gen process for future interns
- Managed social media for both Accompa and IdeaGlow using Sprout Social

Team Member at Domino's Pizza, San Luis Obispo, CA

October 2014 - March 2015

Cashier and Server at Fung Lum Restaurant, San Francisco, CA

June 2014 - August 2014

Skills

Adobe IllustratorInVisionHTMLAdobe PhotoshopSketchCSSAdobe InDesignBalsamiqGit

Languages

Fluent in written and verbal Chinese (Mandarin) • Proficient in Spanish