

Amanda Tsiang

Brand & Product Designer

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amandatsiang.design

Work Experience

Product Designer

Cohere / Nov 2021 – Jul 2022

- Collaborated with the design team, product managers and engineers to ideate, design and ship new product features for the Cohere Playground and the marketing website
- Performed user interviews and testing and analyzed user metrics to drive design decisions surrounding user experience improvements
- Developed branded templates for e-mails, slides and landing pages

Marketing Designer

York University Student Centre / Jun 2019 – Nov 2021

- Designed print and digital marketing materials for the York University Student Centre and its clients
- Collaborated with the design team and marketing manager to develop ads and social media content catered to over 50,000 students and staff on campus
- Developed new brand identities for the YUSC's clients
- Built and maintained asset libraries and the YUSC's design systems

Graphic Design Intern

Memoryz / Jun – Jul 2020

- Collaborated with the CEO and marketing team to refresh the Memoryz brand
- Created character illustrations and additional assets based on the Memoryz brand guidelines
- Led the website redesign

Communications Assistant Intern

International Student Ministries Canada / Jun – Jul 2017

- Developed brand identity and logo for the ISMC Biennial National Staff Conference
- Created print materials according to the ISMC brand guidelines

Web Design Intern

Webrunner Media Group / Apr – May 2017

- Designed mockups and ads for social media
- Integrated web pages with HTML/CSS and jQuery

Education

Honours Bachelor of Design

York University, Sheridan College / 2017 – 2021

- *Cum Laude* (3.5 GPA)
- Dean's Honour Roll
- Charles River Scholarship

DEC, Graphic and Web Design

John Abbott College / 2014 – 2017

- Dean's List 2017
- Honour Roll 2014 – 2017

Tools

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

Adobe AfterEffects

Figma

Sketch

HTML/CSS/Javascript

Glyphs

Skills

Graphic Design

UX/UI Design

Web Design

User Research

Wireframing

Prototyping

Branding

Illustration

Typography

Achievements

First Place

New York Times Adobe Creative Jam / Sep 2021

Honorable Mention

Forge Award for Logo Design / Aug 2021

Honorable Mention (Top 20)

Southwest Airlines Adobe Creative Jam / May 2021

Honorable Mention (Top 20)

MTV Adobe Creative Jam / Nov 2020

Community Involvement

Hackathon Judge

SheHacks+ 6 / Jan 2022

- Reviewed and scored 20 different projects on design, originality and idea presented by students at Canada's largest 36-hour hackathon for women and non-binary individuals in tech

Communications Manager

YSDN Class of 2021 Gradshow / Sep 2020 - Apr 2021

- Facilitated communications between the YSDN 2021 Gradshow teams and professors
- Assisted with social media strategy/planning
- Managed bi-weekly executive meetings, delegation of tasks, and team check-ins
- Oversaw production and distribution of the YSDN2021 Zine and merchandise

Design Student Mentor

Design Students Association / Sep 2018 - Apr 2021

- Met regularly with first year students to give design critiques, coding help and general advice

Branding Coordinator, Co-Chair

Design Students Association / Sep 2017 - Jun 2019

- Created promotional materials for print and social media for DSA events
- Planned social events, skill-building workshops, and design studio tours for the students of YSDN
- Led the weekly meetings for executive members

Languages

Proficient in English and French