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# EMILY TSAI

## PRODUCT DESIGNER

### EDUCATION

CLASS OF 2014

**Carnegie Mellon University**  
B.S. Human-Computer Interaction,  
Information Systems, double major  
University Honors

### EVENTS

JAN - APR 2017

**Design Mentor**  
XX+UX, Women in UX Community

OCT 2015

**Selected Speaker / Publication**  
**Grace Hopper Conference 2015**  
Patient Experience Using Beacons  
(IoT & Emerging Technologies)

### SKILLS

User-Centered Design  
Mobile Design  
Rapid Prototyping  
Agile Development

Android  
iOS  
HTML/CSS  
jQuery  
Javascript  
Gulp

### EXPERIENCE

JUN 2016 - PRESENT

**Design Lead & Product Designer**  
**Course Hero, Inc. // Native iOS and Android**

Lead mobile design at Course Hero. Deliver iOS/Android designs and collaborate with team members to see features through production. Piloted and built formal user research and prototyping process into design team. Redesigned iOS and Android applications for a company-wide rebranding initiative. Created UX styleguide and componentized UI to bridge design-engineering communication. Since I joined, Android hit all-time high as top 4 grossing education app on the Play Store and iOS hit all-time high on the App Store as top 6. Overall traffic increased more than 350%.

MAR 2016 - JUN 2016

**UX Designer / Engineer (Freelancer)**  
**Stockpile, Inc. // Stockpile.com**

As the only designer & engineer, analyzed product conversion funnel to improve user experience and CTR. Redesigned and prototyped stockpile.com homepage. Designed and coded About Us page for production. Designed secure document uploader feature flow for customer identity verification and separately, designed the user shopping cart experience for Verizon e-gifts purchase.

AUG 2014 - MAR 2016

**UX Consulting // Mobile, Web, Internet of Things**  
**PricewaterhouseCoopers Advisory**

*UX Designer, Kaiser Permanente*

Designed consumer-facing mobile application between doctors and patients such as pharmacy order feature and iOS touch-id login. Analyzed mobile app design direction and proposed design revamp opportunities.

*Product Manager, Kaiser Permanente*

Managed offshore development team during product implementation, planned release milestones, developed product backlogs, facilitated cross-functional meetings between product, design and engineering. Android rating increased by ~one star on the Play Store within 16 months.

*UX Designer / Software Engineer, Internal R&D Smart Devices*

Defined and pitched innovative smart device design concepts for Estimote Beacon and Google Glass. Designed apps for Google Glass and Estimote Beacon in iOS and Android. Engineered Google Glass app in Android Studio.