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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

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

Product Designer
Course Hero, Inc. // Native iOS and Android

Lead mobile design at Course Hero. 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, iOS hit all-time high on the App Store as top 6 grossing education app in Nov 2016. Android hit all-time high as top 11 grossing education app with a positive net promoter score of 40.

MAR 2016 - JUN 2016

UX Designer / Engineer (Contractor)
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 / Provider
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.