

# Joslyn Tsui

Product Designer

## CONTACT

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## EDUCATION

**University of Waterloo**

2017 – 2022

BA, Honours Global

Business and Digital Arts

## SKILLS

Product Thinking

Information Architecture

Design Systems

Interaction Design

Prototyping

User Flows

Wireframing

Visual Design

User Research

Usability Testing

## TOOLBOX

Figma

Sketch

Zeplin

Adobe CC

InVision

Principle

Framer

Miro

HTML/CSS/JavaScript

Python

## EXPERIENCE

### BitGo — Product Designer

August 2022 – Present

Redesigning the entire product end-to-end to improve user experience, establish a scalable product architecture, increase net promoter score, and reduce support ticket volume by collaborating with Product, Engineering, and Customer Success.

Decreased churn rate by improving the transfer viewing experience, keeping users informed, and organizing information in a way that is easier to scan and digest.

### Uber — Product Design Intern

January 2022 – May 2022

Increased Uber Freight debit card conversion rates while decreasing onboarding abandonment rates by designing a new payout selection flow and interface.

Conceptualized a product framework to improve usability, consistency, and scalability by identifying and designing for unsolved use cases.

### NerdWallet — Product Design Intern

May 2021 – August 2021

Redesigned the mortgage comparison experience on mobile and web to meet user needs, reduce abandonment rate, and increase click-through rate. Collaborated with Engineering, Product, and Design, using an iterative end-to-end design process.

Created a new component for the design system, helping users navigate through long form content and standardizing related components across the entire product.

### Credit Sesame — Product Design Intern

September 2020 – December 2020

Designed and shipped a cross-platform feature that enables users to fund their cash accounts quickly and easily, increasing new user conversion rates by 14%.

Spearheaded the design system overhaul and successfully advocated for a transition to Figma to standardize visual patterns and improve design processes.

### Transparent Kitchen — Product Design Intern

May 2020 – August 2020

Designed a revenue generating MVP of a contactless dine-in service. Conducted usability tests on product concepts, reiterating designs to improve usability and validate features.

Implemented the internal design system for Transparent Kitchen by creating UI components and defining use cases to ensure design quality and consistency.

### Art & Science Digital Experience Design — Design Intern

May 2019 – August 2019

Created product solutions for various clients by working in cross-functional teams to produce a range of designs and prototypes, following a user centered design process.