

Joslyn Tsui

Product Designer

CONTACT

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EDUCATION

University of Waterloo

Graduating April 2022

Honours Bachelors of Global
Business and Digital Arts

SKILLS

Product Thinking
Information Architecture
Interaction Design
User Experience Design
Design Systems
Prototyping
User Research
Usability & Concept Testing
Branding & Visual Design

TOOLBOX

Figma
Sketch
Zeplin
Adobe CC
InVision
Principle
Framer
Miro
HTML/CSS/JavaScript
Python

EXPERIENCE

Product Design Intern — Credit Sesame

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.

Identified key flows and edge cases for mobile banking features, communicating each path through user flows and prototypes to improve user experience.

Product Design Intern — Transparent Kitchen

May 2020 – August 2020

Launched a revenue generating MVP of a contactless dine-in service by building user flows, hi-fidelity mockups, and prototypes. Conducted usability testing on product concepts, reiterating designs to improve usability and validate product features.

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

Design Intern — Art & Science Digital Experience Design

May 2019 – August 2019

Worked in cross-functional teams to produce a range of designs, products, and strategies for various clients, contributing to successful product launches.

Presented designs and UX rationale to clients, ensuring that business requirements are met while advocating for the user through design thinking.

COMMUNITY

Design Director & Product Designer — UW Blueprint

Design Director | December 2020 – Present

Product Designer | May 2018 – Present

Leading and mentoring a team of 12 designers across 7 project teams by facilitating workshops and providing technical feedback. Scoping new projects for future terms through user interviews, client meetings, and product thinking.

Collaborating with non-profit organizations to build various tools with social impact.

Product Designer — StarterHacks

May 2019 – May 2020

Built a tool to connect beginner hackers to mentors during a 24 hour hackathon.