

Joslyn Tsui

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EDUCATION

Bachelors of Global Business
and Digital Arts
September 2017 - Present
Expected June 2021

SKILLS

User Experience Design
Information Architecture
Interaction Design
User Research
Usability & Concept Testing
Branding & Visual Design

TOOLBOX

Figma
Sketch
Adobe Creative Suite
InVision
After Effects
Zeplin
Principle
HTML/CSS/JavaScript
Python

INTERESTS

Dance
Baking
Hackathons
Arts n' Crafting

EXPERIENCE

Art & Science Digital Experience Design – Design Intern Toronto, CA | May 2019 - August 2019

Worked with developers, UX strategists, and project and account managers to produce a range of designs, products, and solutions for various clients.

Communicated UX rationale while presenting designs to clients to meet business needs.

Adapted responsive UI designs and supported the web development team during implementation in form of style guides, design systems, and quality assurance testing.

StarterHacks – Product Designer Waterloo, CA | May 2019 - January 2020

Designed a web app on Figma using Google Material Design to connect hackers with mentors during a 24 hour hackathon for beginners.

Collaborated with a software engineer to develop a solution through user interviews to establish information architecture and product specs.

Tested concepts and iterated on designs through usability testing.

UW Blueprint – Product Designer Waterloo, CA | May 2018 - Present

Building technology for social good by working with non-profit organizations.

Currently designing a scalable web app platform to manage relationships between educators and volunteer speakers in the professional industry.

Previously improved the usability of a web app for a set of diverse and illiterate users through user interviews and empathy to refine accessibility.

Federation of Students – Graphic Designer Waterloo, ON | May 2018 - August 2018

Created print and digital assets for various businesses that followed each brand's guidelines.

Conceptualized new campaigns to promote businesses to thousands of students alongside the marketing team.