Joslyn Tsui

Product Designer

CONTACT

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EDUCATION

University of Waterloo
Graduating June 2022

Honours Bachelors of Global Business and Digital Arts

Minor in Computer Science

TOOLBOX

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

SKILLS

Product Thinking
Requirements Gathering
Information Architecture
User Flows
Wireframing
Design Systems
Branding & Visual Design
Prototyping
User Research
Usability & Concept Testing

EXPERIENCE

Product Design Intern — NerdWallet
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.

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.

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 multiple successful product launches.

COMMUNITY

VP Design, Product Designer — UW Blueprint
May 2018 – Present

Inspiring the vision for design at UW Blueprint by advocating for design on an executive level, creating processes for cross-functional collaboration, mentoring designers, and hiring diverse talent.

Partnering with various non-profit organizations to build products with social impact.

Product Designer — StarterHacks
May 2019 – May 2020

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