

# Joslyn Tsui

**Product Designer**  
[joslyntsui.com](mailto:joslyntsui.com)

[joslyn.tsui@gmail.com](mailto:joslyn.tsui@gmail.com)  
[in/joslyn-tsui](#)

## EDUCATION

**University of Waterloo**  
Bachelors of Global Business  
and Digital Arts  
Sept 2017 - Present  
*Expected June 2021*

## SKILLS

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

## TOOLBOX

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

## INTERESTS

Dance  
Baking  
Hackathons  
Arts n' Crafting

## EXPERIENCE

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

Worked with developers, UX strategists, and project and account managers to produce a range of designs, products, and strategies for various clients, resulting in successful campaign and product launches.

Presented designs and UX rationale to clients to ensure that business requirements are met while advocating for the user.

Adapted UI designs for cross-platform usage and supported the web development team during implementation through hi-fi prototypes, style guides, design systems, and quality assurance testing.

**Product Designer – StarterHacks**  
Waterloo, CA | May 2019 - Present

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

Collaborated with a developer to establish information architecture and product specs guidelines for MVP planning, basing decisions on user interviews.

Conducted usability testing on concepts and reiterated designs to improve usability and validate product features.

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

Collaborating with non-profit organization to build technology with social impact.

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

Improved the usability of a web app for a set of diverse and illiterate users through user interviews and empathy to refine accessibility resulting in an increase of users on the platform.

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

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