Joslyn Tsui

Product Designer
joslyntsui.com

joslyn.tsui@gmail.com
in/joslyn-tsui

EDUCATION

University of Waterloo
Bachelors of Global Business
and Digital Arts
Sept 2017 – Present
Expected April 2022

SKILLS

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

TOOLBOX

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

EXPERIENCE

Product Design Intern — Credit Sesame
Toronto, CA (Remote) | September 2020 – Present

Increased conversion rates by building a cross-platform feature that encourages users to fund their accounts. Considered the impact on existing screens through screen flows and IAs, making changes to existing designs accordingly.

Mapped out happy paths and edge cases, communicating each journey through app maps, screen flows, and prototypes.

Product Design Intern — Transparent Kitchen
Ottawa, CA (Remote) | May 2020 – August 2020

Launched a revenue generating MVP by building out user flows, hi-fidelity mockups, and prototypes for development.

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

Design Intern — Art & Science Digital Experience Design
Toronto, CA (Remote) | May 2019 – August 2019

Worked with developers, UX strategists, and project managers 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.

Product Designer — StarterHacks
Waterloo, CA | May 2019 – May 2020

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

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

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

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

Currently designing an interactive, visual story sharing platform to empower immigrant women to share their experiences and connect with others.