Joslyn Tsui

Product Designer
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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

Product Design Intern — Transparent Kitchen
Ottawa, CA | May 2020 – Present

Designing a contactless solution for restaurant dining experiences in a post COVID-19 world.

Lauching a revenue generating MVP by building out user flows, hi-fidelity mockups, and prototypes for development in collaboration with App8.

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

Design Intern — Art & Science Digital Experience Design
Toronto, CA | 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 – Present

Collaborated with developers to establish information architecture and product specs guidelines for the MVP of a web app which connects mentees with mentors — 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 organization to build technology with social impact.

Currently designing a scalable platform to manage relationships between educators and working professionals. Redesigning the work flow, information architecture, and user interface.

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