

# Joslyn Tsui

Product Designer

## CONTACT

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## EDUCATION

**University of Waterloo**

Graduating April 2022

Honours Bachelors of Global  
Business and Digital Arts

Minor in Computer Science

## SKILLS

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

## TOOLBOX

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

## EXPERIENCE

**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.

Identified key flows and edge cases for mobile banking features, communicating each path through user flows and prototypes to improve user experience.

**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 successful product launches.

Presented designs and UX rationale to clients, ensuring that business requirements are met while advocating for the user through design thinking.

## COMMUNITY

**VP Design & Product Designer — UW Blueprint**

VP Design | December 2020 – Present

Product Designer | May 2018 – Present

Leading and mentoring a team of 12 designers across 7 project teams by facilitating workshops and providing technical feedback. Scoping new projects for future terms through user interviews, client meetings, and product thinking.

Collaborating with non-profit organizations to build various tools with social impact.

**Product Designer — StarterHacks**

May 2019 – May 2020

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