

# 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.

Launching 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 organizations to build technology with social impact.

Currently designing a scalable platform to manage relationships between educators and working professionals. Redesigning the workflow, 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.