

# Joslyn Tsui

Product Designer

## CONTACT

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## EDUCATION

### University of Waterloo

Graduating June 2022

BA, Honours Global  
Business and Digital Arts

## TOOLBOX

Figma

Sketch

Zeplin

Adobe CC

InVision

Principle

Framer

Miro

HTML/CSS/JavaScript

Python

## SKILLS

Product Thinking

Information Architecture

User Flows

Wireframing

Design Systems

Interaction Design

Visual Design

Prototyping

User Research

Usability Testing

## EXPERIENCE

### Uber — Product Design Intern

January 2022 – April 2022

Designing the carrier experience at Uber Freight.

### NerdWallet — Product Design Intern

May 2021 – August 2021

Redesigned the mortgage comparison experience on mobile and web to meet user needs, reduce abandonment rate, and increase click-through rate. Collaborated with Engineering, Product, and Design, using an iterative end-to-end design process.

Created a new component for the design system, helping users navigate through long form content and standardizing related components across the entire product.

### Credit Sesame — Product Design Intern

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.

### Transparent Kitchen — Product Design Intern

May 2020 – August 2020

Designed a revenue generating MVP of a contactless dine-in service. Conducted usability tests on product concepts, reiterating designs to improve usability and validate features.

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

### Art & Science Digital Experience Design — Design Intern

May 2019 – August 2019

Created product solutions for various clients by working in cross-functional teams to produce a range of designs and prototypes, following a user centered design process.

## COMMUNITY

### UW Blueprint — VP Design, Product Designer

May 2018 – Present

Inspiring the vision for design by advocating for design on an executive level, mentoring designers, creating processes for cross-functional collaboration, and hiring diverse talent.

### StarterHacks — Product Designer

May 2019 – May 2020

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