

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

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

Worked with developers, UX strategists, and project and account managers to produce a range of designs, products, and strategies for various clients, resulting in successful campaign and product launches.

Presented designs and UX rationale to clients to ensure that business requirements are met while advocating for the user.

Adapted UI designs for cross-platform usage and supported the web development team during implementation through hi-fi prototypes, style guides, design systems, and quality assurance testing.

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

Designed a web app using Google Material Design to connect hackers with mentors during a 24 hour hackathon for beginners.

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

Conducted usability testing on concepts and reiterated 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 web app platform to manage relationships between educators and volunteer speakers in the professional industry by redesigning the information architecture and interface.

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

Graphic Designer — Federation of Students
Waterloo, CA | May 2018 – August 2018

Created print and digital assets for various businesses that followed each brand's guidelines.