

Joslyn Tsui

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EDUCATION

Bachelors of Global Business
and Digital Arts
September 2017 - Present

SKILLS

Prototyping
Wireframing
User Research
Product Design
Creative Problem Solving
Project Management
Leadership and Teamwork

TOOLBOX | DESIGN

Adobe Creative Suite
InVision
Adobe XD
Figma
Balsamiq

TOOLBOX | CODE

HTML/CSS
Javascript
Java
Python

EXPERIENCE

Product Designer

UW Blueprint | May 2018 - Present

Worked with the organization Plastics For Change to create a platform to track recycled plastic to stabilize the volatile economy of plastic in India.

Conducted user interviews and created user personas and customer journey maps to better understand users. Solution was produced through multiple wireframes and iterations of high-fidelity mockups on InVision and Adobe XD and further refined through usability testing.

Graphic Designer

Federation of Students | May 2018 - August 2018

Designed print and digital assets for various businesses that followed each brand's guidelines through Adobe Illustrator, Photoshop, InDesign, and After Effects.

Worked closely with marketing team to create new campaigns as well as re-branding existing campaigns to promote businesses.

Editor-in-Chief

Burnaby North Secondary | May 2016 - June 2017

Led and oversaw the entire production of the Burnaby North 2017 Annual by delegating tasks, reinforcing deadlines to ensure a timely completion, creating content, and reviewing spreads to ensure a successful completion.

Managed the design, layout, and content creation through Adobe Creative Suite programs.