

Joslyn Tsui

joslyntsui.com

joslyn.tsui@gmail.com

778 833 1438

linkedin.com/in/joslyn-tsui

EDUCATION

Bachelors of Global Business
and Digital Arts
September 2017 - Present

SKILLS

Prototyping
Wireframing
User Research
Product Design
Information Architecture
Usability Testing
Project Management

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

Created a platform to track recycled plastic to stabilize the volatile economy of plastic in India.

Improved usability of platform for illiterate users through insightful user interviews and user personas to better understand the users' painpoints and to inform design decisions.

Re-designed flow of information resulting in a more efficient and effective system.

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 to thousands of students.

Editor-in-Chief

Burnaby North Secondary | May 2016 - June 2017

Led and oversaw the entire production of the Burnaby North 2017 Annual resulting in being awarded first place with special merit by the American Scholastic Press Association.

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