

Joslyn Tsui

Product Designer

CONTACT

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EDUCATION

University of Waterloo
2017 – 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 – April 2022

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 – April 2020

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