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# BIING TSYR, KAREN LAI

Product Designer

UI/UX Design/ Product Design/ Industrial Design/ Graphic Design/ Illustrations

## WORK EXPERIENCE

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**Microsoft**, Vancouver, BC

**Jan - April 2016**

### **UI/UX Design Intern / Design Team Project Manager**

Project Manager as well as designer for Microsoft Garage design team of 5. Collaboratively work on 4 projects simultaneously with Agile Development. Work closely with developers and stakeholders to define concrete product goals and meaningful user experiences.

- Timebox and track design team progress to allocate design resources between project teams
- Lead designer for Seeing AI, announced at //Build 2016 during CEO Satya Nadella's Keynote
- Produced rapid iterations and spear-headed 4 UR sessions for Seeing AI, which gathered invaluable data to help narrow down to current product build and improve product UX

**Red Tiger Labs**, Ottawa, ON

**2014 - 2015**

### **Product Designer**

Launch successful platforms working with engineering teams, software developing teams, marketing teams, and various suppliers. Communicate with clients and internal developers to effectively pin-point and guide direction of future platforms.

- Proposed and lead the re-branding of company image
- Designed the first, second, and to be third generation of Red Tiger Lab's CLAW UI
- Designed and prototyped the accompanying CLAW token

**Blue House Games**, Ottawa, ON

**2014 - 2015**

### **Creative Lead**

Lead small concept design team and coordinates with composers, writers, software developers, and marketing team. Set realistic goals for team and ensure its accomplishment on time and up to quality standards.

- Lead small concept design team of 3
- Designed the foundation of concept work for game project Essence of Glory
- Oversee all promotional materials and UX/UI aspect of game play

## EDUCATION

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**B. Industrial Design, Minor in Physics**, 2013-Current, Carleton University - Ottawa, ON, Canada

GPA: 3.75

## SKILLS

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**Computer:** HTML/ CSS/ Javascript/ Bootstrap/ Git/ basic Python/ basic C++/ Adobe Suite / Solid Works/ AutoCAD/ KeyShot/ Rhinoceros/ Blender/ Axure/ InVision

**Design Processes:** Technical Drawing/ Sketching/ Rendering/ Digital Rendering/ 3D Modeling/ Vacuum Forming/ Prototype Painting/ Clay and Foam Sculpting/ Metal and Wood Working/ Soldering/ 3D Printing/ Laser Cutting/ GUI prototyping/ Agile Development

**Communication:** English, French, Mandarin Chinese, and conversational Japanese

## EXTRA-CURRICULAR

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- Grade representative at Carleton Industrial Design Faculty Board, 2013-2015
- Member of Delta Phi Epsilon, Zeta Epsilon Chapter
- Gold Medals, International General Choi Memorial Cup, sparring and patterns, 2014



Web Portfolio:  
[karenbtlai.github.io](http://karenbtlai.github.io)



Github:  
[github.com/karenbtlai](https://github.com/karenbtlai)



LinkedIn Profile:  
[ca.linkedin.com/in/karenddlai](https://ca.linkedin.com/in/karenddlai)