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BIING TSYR, KAREN LAI

Product Design

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

WORK EXPERIENCE

Microsoft, Vancouver, BC

Jan - April 2016

UI/UX Design Intern / Design Team Project Manager

Project manager while also part of said team of five designers at Microsoft Garage. 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 Director

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

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

GPA: 3.75

SKILLS

Computer: HTML/ CSS/ Javascript/ Bootstrap/ Git/ basic Python/ basic C++/ Adobe Suite CS6/ SolidWorks/ 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: fluent in English, French, Mandarin Chinese, and conversational Japanese

EXTRA-CURRICULAR

- Grade representative at Carleton Industrial Design Faculty Board, 2013-2015
- Gold Medals, International General Choi Memorial Cup, sparring and patterns, 2014



Web Portfolio:
karenbtlai.github.io



Github:
github.com/karenbtlai



LinkedIn Profile:
ca.linkedin.com/in/karenddlai