Sandy Tsai

UX & VISUAL DESIGNER

Sandy Yi-Shan Tsai

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SKILLS

Design	Research
Sketch	Interviews/Surveys
Principle	Competitive Analysis
Origami Studio	Personas
Photoshop	Affinity Diagrams
Illustrator	Usability
InDesign	Prototyping
After Effects	

Programming	Tangible
HTML & CSS	Letterpress
p5.js	Bookbinding
jQuery	Hand-lettering
JavaScript	
PHP	

EDUCATION

University of Washington
Seattle, WA / Expected March 2019
MS in Human Centered Design & Engineering, GPA 3.96

University of Southern California
Los Angeles, CA / May 2014
BA in Fine Arts (Design emphasis), GPA 3.70
Minor in Web Technologies and Applications
Graduated *magna cum laude*

EXPERIENCE

SOARING Project / UX Designer
Seattle, WA / Jan 2018 - Present

Working with researchers and students at the University of Washington to ideate on health information management for older adults by using research findings from the SOARING study. End of quarter goal is to produce 10 design solutions for recommendation.

Vetica Group / UI & Brand Designer
Taipei, Taiwan / Jan 2017 - Aug 2017

Redesigned UI for Bionime's Rightest Care, a blood glucose management system that pairs a glucose measuring device with a mobile app. Designed layouts and infographics for the 90 page annual report of Taiwan's largest R&D firm, Industrial Technology Research Institute. Designed CSR cover for Fubon Financial.

Cardinal Blue Software / Designer & Content Manager
Taipei, Taiwan / Oct 2015 - Jul 2016

Generated the majority of PicCollage app's revenue through design and management of visual content IAPs by evaluating product metrics. Worked in cross-functional team as the sole UX/UI designer for PicMagic, a facial filter photo app. Collaborated in company hackathons to design and develop new apps.

Chronicle Books / Design Fellow
San Francisco, CA / Jan 2015 - Jul 2015

Converted 40+ titles into ebooks by redesigning print layouts and converting to EPUB and MOBI formats. Performed QA testing on iPad, Kindle, KOBO, and Nook devices. Iterated on ebook layouts for each device using HTML/CSS. Designed and pitched new product prototypes to editors, including an Astrological Calendar and an Origami Cupcake Liner kit.