

Sandy Tsai

#### UX & VISUAL DESIGNER

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#### SKILLS

##### Design

Sketch  
Principle  
Origami Studio  
Photoshop  
Illustrator  
InDesign

##### Research

Wireframe  
Prototype  
User Interview  
Usability  
Affinity Diagram  
Storyboard

##### Programming

HTML & CSS  
p5.js  
jQuery.js  
JavaScript  
PHP

##### Tangible

Letterpress  
Bookbinding  
Hand-lettering

#### EDUCATION

##### UNIVERSITY OF WASHINGTON

Seattle, WA / Expected March 2019  
M.S. in Human Centered Design & Engineering

##### UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles, CA / May 2014  
B.A. in Fine Arts with Design emphasis  
Minor in Web Technologies and Applications

#### EXPERIENCE

##### 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 editorial layouts and infographics for the annual report of Taiwan's largest R&D firm, Industrial Technology Research Institute. Designed the CSR cover for Fubon Financial.

##### CARDINAL BLUE SOFTWARE / Designer & Content Manager

Taipei, Taiwan / Oct 2015 - Jul 2016

Managed and designed in-app visual content and sticker design platform for PicCollage by evaluating content analytics. Collaborated with partners such as Sanrio to design branded content. Worked in cross-functional team as lead UX designer for PicMagic, a facial recognition photo app. Collaborated in company hackathons to design and develop new apps.

##### CHRONICLE BOOKS / Design Fellow

San Francisco, CA / Jan - July 2015

Converted over 50 publications into ebooks by redesigning print layouts for digital formats and converting print to EPUB and MOBI formats. Tested content on iPad, Kindle, KOBO, and Nook devices and edited ebook layouts for each device using HTML/CSS. Pitched and designed new product prototypes to editors, including an Astrological Calendar and an Origami Cupcake Liner kit.

##### 826 VALENCIA / Design Intern

San Francisco, CA / Sep - Dec 2014

Worked with the design director to design the annual appeal campaign, *Coming Soon to the Tenderloin*, and the cover for the Fall 2014 Buena Vista Horace Mann Chapbook. Redesigned and developed interactive menus for the 826 Valencia website.