

Sandy Tsai

UX & VISUAL DESIGNER

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415.866.0438

SKILLS

Design

Sketch
Principle
Origami Studio
Photoshop
Illustrator
InDesign
After Effects

Programming

HTML & CSS
p5.js
jQuery
JavaScript
PHP

Research

Interviews/Surveys
Competitive Analysis
Personas
Usability Testing
Affinity Diagramming
Prototyping

Tangible

Letterpress
Book-binding
Hand-lettering

EDUCATION

UNIVERSITY OF WASHINGTON

Seattle, WA / Expected March 2019
M.S. in Human Centered Design & Engineering, GPA 3.96

UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles, CA / May 2014
B.A. in Fine Arts with Design emphasis, GPA 3.70
Minor in Web Technologies and Applications
Graduated *magna cum laude*
Renaissance Scholar for widely separated fields of study

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 90 page 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

Maintained IAPs as the leading source of revenue by evaluating content analytics when managing and designing PicCollage's in-app visual content. Collaborated with partners such as Sanrio to design branded content. Worked in cross-functional team as the sole UX 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 - July 2015

Converted over 50 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.

826 VALENCIA / Design Intern

San Francisco, CA / Sep 2014 - 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.