

Sandy Tsai

UI/UX DESIGNER

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415.866.0438

SKILLS

Design

Graphic Design
Branding
Front-End Dev
UI/UX

Software

Photoshop
Illustrator
InDesign
Sketch
After Effects
Origami Studio

Programming

HTML & CSS
jQuery
p5.js
JavaScript
PHP

Tangible

Letterpress
Bookbinding
Hand-lettering

EDUCATION

UNIVERSITY OF WASHINGTON

Seattle, WA / Expected March 2018
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 / Brand & UI Designer

Taipei, Taiwan / Jan 2017 - Aug 2017

Redesigned the 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

Managed design and production of in-app visual content and sticker design platform. Proposed and designed new visual content to generate IAP revenue. Collaborated with partners such as Sanrio and TokiDoki to design branded content. Designed marketing and promotion campaigns. Designed UI/UX for PicMagic, a facial recognition photo app. Collaborated in bi-monthly company hackathons to design and develop new apps.

CHRONICLE BOOKS / Design Fellow

San Francisco, CA / Jan - July 2015

Created ebooks from existing titles by converting print files into EPUB and MOBI. Conducted quality assurance by testing content on iPad, Kindle, KOBO, and Nook devices and edited HTML & CSS to translate print to digital design. Researched digital publishing technologies. Pitched and designed new product prototypes, including *The Twelve Cats of Christmas* book, a calendar, and a container from concept to execution.

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 interactive menus for the 826 Valencia website by editing HTML & CSS through Wordpress CMS.