



# TINSLEY HUO

UI/UX Designer | Product Designer

I am a UX Designer with experience working on Web, App, SaaS applications and other digital products. My passion for problem solving and empathetic nature has landed me in the world of UX design. I aspire to collaborate with and learn from a diverse group of designers to create playful, innovative and meaningful products.

## EXPERIENCE

### UX Design Intern **FIGURE-8 (Museum of Ice Cream)**

Worked on web design projects and ticketing platform with a team of UX researchers, designers, copywriters, developers and managers.

Designed an integrated interface that provides connected control functions to optimize visitor experience, manage inventory, control and maintain the building and centralize staff and operations management for 1000+ employees and 50+ million visitors through data-driven iterations.

May 2019 - Present | New York, NY

### UI/UX Design Intern **ETOMON**

Designed the web & App interface for an e-learning startup.

Built users' persona and user journey and produced both low fidelity and high fidelity prototypes. Used A/B testing to see which one performs better.

Created and optimized UI design guidelines and the icon system for all products.

Mar 2019 - May 2019 | New York, NY

### Visual Designer **TAPIOCA EXPRESS**

Refined the company's visual identity, typography, and branding.

Formulated and translated clients needs into featured creative projects within the design team.

Aug 2017 - May 2018 | Los Angeles, CA

## PROJECT


### UX Developer **OUTFRONT Media**

Designed and developed a series of advertising billboards based on the design brief within a team of four designers. These e-boards will be in motion and evolving to create an Instagram worthy experiences for commuters and tourists in New York subway station.

Sep 2019 - Dec 2019 | New York, NY

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## EDUCATION

### Parsons School of Design

MFA Design & Technology  
Human-centered Product Design

Sep 2018- May 2020 | New York, NY

### University of California, Davis

B.A. Design  
B.A. Communication

Sep 2013- May 2017 | Davis, CA

## SKILL SET

User Experience Design  
Storyboarding  
Wireframing  
Prototyping  
Usability Testing  
Heuristic Analysis  
User Interface Design  
Information Design  
Physical Computing  
3D Modeling

## TOOLS

### Design

Sketch, Figma, Invision, Principle  
Adobe Photoshop, Illustrator, XD,  
InDesign, After Effects, Maya

### Programming

HTML, CSS, Javascript, C#, C++,  
OpenFramework