Shelley Tsui

Experience

Product and Design Lead, Curious

Sep 2024 – Current | Remote

Providing product and design support to portfolio companies and future acquisitions for Curious, a long-term holding company that buys and grows software companies with empathy.

Product and Design Lead, Buildfire

Sep 2024 – Current | Remote

Defining and managing the product vision and strategy, leading product development from concept to launch, driving innovation and exploring new opportunities.

Experience Designer, September Works

Nov 2021 – May 2024 | Remote

Helping across multiple projects with user experience, visual language, branding, and prototyping. Clients include Microsoft, Curious, Amazon, and Google.

Lead Designer, Milo Treats

Jun 2021 – Nov 2021 | Remote

Developed the entire brand identity for a DTC pet health startup. Worked on designing brand guidelines, e-commerce website, supplement packaging, internal brand collateral, and ad creative for various social media platforms.

Education

University of Washington, June 2021

Bachelor of Design in Visual Communication

Minor in Informatics

Certificates

University of Washington, May 2024

Certificate in Front End-Development with HTML, CSS, and Javascript

Skills

Design — Wireframes, visual design, interaction design, prototyping, interface ecosystem, information architecture

Research — Qualitative research, interviewing, literature review, competitive analysis

Other — Front-end development with HTML/CSS/JavaScript, copywriting

Tools — Figma, FigJam, Adobe CC (Photoshop, Illustrator, InDesign, AfterEffects, Lightroom), Git