

# Shelley Tsui

## Experience

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### 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 VC, 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

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University of Washington, June 2021

Bachelor of Design in Visual Communication

Minor in Informatics

## Certificates

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University of Washington, May 2024

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

## Skills

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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