

# Shelley Tsui

## Experience

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### Experience Designer, September Works

Nov 2021 – May 2024 | Remote

Helping across multiple projects with user experience, visual language, branding, and prototyping. Clients include Microsoft, Promethean, 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, and ad creative for various social media platforms.

### Graphic Design Intern, The Quarto Group

Oct 2020 – Mar 2021 | Bellevue, WA

Worked with the SmartLab Toys Graphic Design team on a variety of products and content for their toys, books, and books plus. Also supported in product ideation and innovation.

### UX Research Assistant, University of Washington

Apr 2019 – Jun 2020 | Seattle, WA

Worked to develop an interactive guide to prepare patients with cancer for goals of care discussions which went on to be featured in AMIA 2020. Interviewed palliative care clinicians, designed and built user interface, developed illustrations.

## 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

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