

UX/UI Product Designer

# Tirsten Lisondra

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Portfolio

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## Technical Skills

### Tools

Figma, Adobe Suite, Python, Java, HTML/CSS

### Skills

UX/UI, Team Player, Product Design, Visual Design, Prototyping, Front-End, Design System, Prototyping

## Technical Experience

### Co-Founder UX/UI Designer at Studio B

*August 2025 - Present*

Co-founded Studio B, a design collective built on collaboration, experimentation, and contemporary creative practices.

Led UX/UI design of the official website for Industry Media, an emerging design agency, ensuring a clean, responsive interface aligned with their brand identity.

Oversaw project workflow and timelines, from initial concept to handoff, while maintaining clear communication and accountability across the team.

### Co-Lead Graphic & Web Designer, Green Basil

*Feb 2025 - May 2025*

Overhauled brand identity and designed a restaurant website for the client.

Led a user and competitor research initiative involving 15+ participants to develop a strategic approach for retaining existing users while attracting a new audience.

Implemented the new brand identity and website contributed in a measurable increase in sales by 12%.

## Projects

### Interface Design Project | UX/UI Researcher & Designer

*Oct 2025 - Present*

Worked with a team to invent a new application focusing on genuine collaboration and networking.

Orchestrated an in-depth user discovery campaign involving 18+ participants, translating behavioral insights into a human-centered solution that resonated with user goals and challenges.

Currently iterating on wireframes and prototypes informed by user research insights.

## **Additional Experience**

### **Internal Director, Canadianized Asian Community**

*Sept 2025 - Present*

Managed a team of 12 coordinators to plan and execute events such as retreats with the focus of reconnecting Canadian-Born Asians with their cultural heritage.

Facilitated a collaborative leadership culture by establishing clear communication channels, elevating team accountability and morale across multiple event cycles.

Spearheaded culturally driven programming that deepened member engagement and increased event attendance by 25%, contributing to the organization's mission of cultural reconnection within club members.

## **Education**

### **Simon Fraser University**

*September 2023 - March 2027*

Interactive Arts and Technology

BC Achievement Scholarship

Dean's List Spring 2025