

# Joslyn Tsui

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## EDUCATION

Bachelors of Global Business  
and Digital Arts  
September 2017 - Present

## SKILLS

Iterative Design  
User Research  
Product Design  
Information Architecture  
Usability Testing

## TOOLBOX

Adobe Creative Suite  
Sketch  
InVision  
Figma  
Adobe XD  
Balsamiq  
HTML/CSS/JavaScript  
Python

## INTERESTS

Dance  
Programming  
Hackathons  
(Poorly Sung) Karaoke

## EXPERIENCE

### Product Designer

Plastics for Change (UW Blueprint) | May 2018 - Present

Created a platform to track recycled plastic to stabilize the volatile economy of recycled plastic in India.

Improved the usability of the platform for illiterate users through insightful user interviews and user personas to better understand the users' painpoints and to inform design decisions.

Re-designed the flow of information resulting in a more efficient and effective system.

### Brand Designer

TEDxUW | March 2019 - Present

Designing and building a consistent, memorable brand for TEDxUW 2019 that will resonate with the audience.

Responsible for creating all marketing materials including branding and promotional graphics.

Updating website and improving the user experience through simple and intuitive designs.

### Graphic Designer

Federation of Students | May 2018 - August 2018

Designed print and digital assets for various businesses that followed each brand's guidelines.

Worked closely with marketing team to create new campaigns as well as re-branding existing ones to promote businesses to thousands of students.