

Joslyn Tsui

Product Designer

CONTACT

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EDUCATION

University of Waterloo

2017 – 2022

BA, Honours Global
Business and Digital Arts

SKILLS

Product Thinking
Information Architecture
Design Systems
Interaction Design
Prototyping
User Flows
Wireframing
Visual Design
User Research
Usability Testing

TOOLBOX

Figma
Sketch
Zeplin
Adobe CC
InVision
Principle
Framer
Miro
HTML/CSS/JavaScript
Python

EXPERIENCE

BitGo — Product Designer

August 2022 – Present

Shipped various 0 to 1 features for institutional crypto asset management, simplifying user workflows and scaling client operations exponentially. Conducted user interviews to validate features and designed with an iterative end-to-end process.

Redesigned the entire wallet platform to establish scalable product architecture and improve usability, successfully reduced support ticket volume by 17% and improved net promoter score by 6%. Collaborated with Design, Product, Engineering, and Customer Success.

Maintaining UI components and styles in the design system to standardize visual patterns across multiple features, ensure design quality, and enable the design team to work faster.

Uber — Product Design Intern

January 2022 – May 2022

Increased Uber Freight debit card conversion rates and decreased onboarding abandonment rates with a new payout selection flow during account creation.

Conceptualized a new product framework to improve usability, consistency, and scalability of the Uber Freight app by solving for unidentified use cases.

NerdWallet — Product Design Intern

May 2021 – August 2021

Redesigned the mortgage comparison experience on mobile and web to better meet user needs, reduce abandonment rate, and increase click-through rate.

Introduced a new table of contents component to the design system, helping users navigate through long form content and unifying similar components across the product.

Credit Sesame — Product Design Intern

September 2020 – December 2020

Designed and shipped a cross-platform feature that enables users to fund their cash accounts quickly and easily, increasing new user conversion rates by 14%.

Spearheaded the design system overhaul and successfully advocated for a transition to Figma to scale design processes, increase collaboration, and ensure consistency.

Transparent Kitchen — Product Design Intern

May 2020 – August 2020

Designed a revenue generating MVP of a contactless dine-in service. Conducted usability tests on product concepts and reiterated on designs to improve usability.

Art & Science Digital Experience Design — Design Intern

May 2019 – August 2019

Delivered product solutions for numerous clients by working in cross-functional teams to produce a range of designs and prototypes, following a user-centered design process.