

Emma Tsai

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EXPERIENCE

Kraft Heinz Company | UX/UI Designer

North America / Oct 2020 to Present (1 yr 8 mos)

I led the rebranding efforts of the Kraft What's Cooking platform and re-establish the visual design and design foundation to tailor to our target customers. In collaboration with users, developers, product managers and marketing managers, I lead user experience and user interface design for multiple product launches.

Rogers Communications Inc. | UI Designer

Toronto, ON, CA / December 2019 to Aug 2020

I define creative visions to stakeholders through wireframes and execute visual design stages through Sketch mockups. While leveraging our existing design system components, I collaborate closely with the developers, content strategists, and the product manager to build design solutions. I create user interfaces across desktop and mobile platforms, ensuring compliance with the technical architecture, Rogers design system, and Web Content Accessibility Guidelines.

Poly (Plantronics Inc.) | UX Design Intern

Santa Cruz, CA, USA / July 2019 to October 2019

Developed an AR/VR prototype to showcase Plantronics and Polycom products for product demo purposes to improve external and internal communication. I conducted product research on smart devices that utilize artificial intelligence, machine learning, and voice user interface.

Destin AI | UI/UX Design Intern

Toronto, ON, CA / June 2018 to August 2018

I revamped the company's brand image by illustrating all the UI assets for the website and client/lawyer platform. I enjoyed taking ownership of the work I did and I participated throughout the product development.

EDUCATION

University of Waterloo

Bachelor of Global Business and Digital Art,
Honours ; Dean's Honours List
2017 - 2019

OCAD University

Bachelor of Design Illustration
2012 - 2017

INVOLVEMENT

ProdCon 2019 | Microsoft

Hackathon participant (2019)

Elle Hack

Hackathon participant (2019)

UXperience Camp | TD &

Deloitte

2nd place (2018)

YorkU Hacks

Wolfram Award Top 15 teams (2018)

UW Entrepreneurship Society

Design Coordinator (2018)

SKILLS

Design Research & Documentation

Interaction Design, Content Strategy, A/B testing, Journey Mapping, Information Architecture, Competitive Analysis, Usability Testing, User Interviews, Personas, User Flows, Wireframes, Prototype, Heuristic Evaluations, Survey Design, Qualitative & Quantitative Methods, High Fidelity Mockups, Visual Design Specifications/ Documentations

Design & Development

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat, After Effect), Sketch, Figma, Invision, Abstract, Zeplin, Unity 3D, Glyphs, HTML & CSS, VR prototyping, Protopie, Flinto, Axure, MS Office, Jira, UI Design, Visual Design, User Experience Design, iPad