



Tara Tsang

Experience Designer contact@taratsang.com taratsang.com

Education

University of Waterloo
BASc Management Engineering
2013 - 2018

University of Oulu (Finland)
BSc Information Processing Science
2016

TOOLKIT

Design

Sketch, Figma, Illustrator, InDesign, Photoshop, Lightroom, After Effects

Code

HTML, CSS, D3.js, JavaScript, AngularJS, PHP, Python, C#, Java, Arduino

Prototyping & research

InVision, Marvel, Framer, Axure, Zeplin, user research, interviews, usability tests

Languages

English, French, Cantonese, Japanese, Korean

ON THE SIDE

Ontario Engineering Competition
2nd Runner-up (Innovative Design) • 2018

Andreessen Horowitz
a16z Generation Design Mentorship Program • 2017

University of Waterloo
Undergraduate Research Assistant • 2016

Enjoys: reading, skiing, hiking, eating fruit jelly

Experience

Edenspiekermann Singapore
User Experience Designer • 2017

Interacted and worked with a variety of internal and external clients to consistently deliver quality web-based projects (i.e. open-source projects and brand/marketing campaigns). Learned and applied classical graphic design and typographic principles. Analyzed data and prepared presentations and reports to consult for startups.

Hack the North
Communications Designer • 2016 - present

Visual, communications, and print design lead (2017 onwards)—created marketing collateral and led the print design projects at Canada's largest hackathon.

BlueDot
User Experience Engineer • 2017

Awarded a \$4500 NSERC grant for leading consumer-facing design sprints. Designed a lightweight, internal data exploration tool for emergency epidemic data analysis. Coded a D3.js data visualization to map out 30 years of global migration patterns.

SAP Innovation Center Silicon Valley
User Experience Engineer • 2016

Redesigned & overhauled an internal information hub into a user-friendly, lightweight, robust web application. Conducted interviews and user case studies for external client projects. Designed a custom department banner.

Genesys Labs
Frontend Developer • 2015

Designed and implemented new components with the UX team. Amalgamated open-source framework projects into Genesys' internal development galleries. Worked with AngularJS, Grunt, Karma, and Jasmine.