


Yi-Shan Tabitha Tsai

 tabithatsai.com

Experience Designer

 bigtq13@gmail.com

EDUCATION

Indiana University (Indianapolis)

Aug 2017 - May 2019

Master of Human-Computer Interaction

National Taiwan University

Sep 2007 - Jun 2009

Master of Information Management

SKILLS

User Research

Storyboarding

Wireframing

Prototyping

Visual Design

Inclusive Design

Interaction Design

TOOLS

Figma

Axure

Sketch

Balsamiq

Adobe XD

Photoshop

CODE

HTML5

CSS3

JavaScript

React

.NET

EXPERIENCE

UI/UX Designer | Berkshire Hathaway Homestate

Companies

San Francisco, CA | Dec 2019 - Present

- Collaborate with product managers, engineers, data analysts, marketing stakeholders, and C-suite executives to design business (operation, finance, etc.) and consumer applications.
- Iterate the product design cycle to balance user needs, business metrics, and resources, including competitive analysis, prototypes, usability testing, and design specifications.
- Advocate good UX by initiating and promoting user research activities and inclusive design into the company culture.
- Build design library to present a unified and consistent brand experience across platforms.

Product Design Volunteer | Starbucks

Indianapolis, IN | Jan 2019 - May 2019

- Designed web and mobile (iOS) applications to visualize IoT equipment status by transferring data into actionable information.
- Led the project and facilitated user research and user testing.

Customer Experience Intern | Equinix

Sunnyvale, CA | Jun 2018 - Dec 2018

- Worked cross-functionally to create and enhance the UI and UX of various sales-related projects, such as business partner management and data center management.

Product Designer | Chunghwa Telecom Global

San Jose, CA | Jul 2013 - Jun 2017

- Led the product strategy and design of web-based enterprise applications across the product development lifecycle in an agile environment, and made the business process efficient.

Product Developer | Chunghwa Telecom

Taipei, Taiwan | Apr 2010 - Jun 2013

- Designed and implemented web-based applications to provide consumers with online self-services (e.g. upgrade the internet speed) with HTML5, CSS3, and responsive design.