

MEI YEE TSE

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Product Designer
Visual/UI Designer
Web Designer

SKILLS

Web/Mobile Design:

Visual design, branding and identity, web design, UI/UX design: concept, project brief, competitive analysis, user research, personas, scenarios, user stories, site maps, task flows, wireframes, user testing, prototyping

Web/Mobile Software and Coding:

Sketch, InVision, Photoshop, Illustrator, HTML, CSS, Responsive Design, Sublime Text, SASS, Bootstrap, WordPress, understanding of how Javascript and jQuery work on a page

Print/Exhibit:

InDesign, Illustrator, Photoshop, Acrobat, Bridge, 4-color printing, control document sets, location plans, architectural scale

Office:

Google Analytics, Microsoft Word, Excel, PowerPoint, Visio, Jira, Clarizen, SnagIt, Agile workflow, Mac and PC proficient

EDUCATION

Rhode Island School of Design

Providence, RI
Bachelor of Fine Arts,
Graphic Design

General Assembly

San Francisco, CA
Front End Web Development Course

City College of San Francisco

San Francisco, CA
Web Design & Graphics Certificate

Brown University

Providence, RI
Course work in Chinese History and Sociology. RISD and Brown have a reciprocal relationship for students to take classes at each campus.

SUMMARY

Inquisitive and collaborative UX, visual and product designer experienced in bringing concepts to life.

- 10 years of experience creating visual design solutions for web, mobile and tablet.
- Designed websites and landing pages from scratch, including all phases of design from concept ideation, visual/UI design and UX design - competitive analysis, user research, personas, scenarios, user stories, site maps, task flows, wireframes, user testing, design layouts, prototyping, design iterations to front end development in HTML/CSS.
- Lead or sole designer on projects at San Francisco Health Plan (SFHP) and Tightrope Interactive.
- Managed projects within the design capacity, delivering on time and on budget.
- Engaged in client contact with select freelance and in-house clients.
- Collaborated with diverse cross-disciplinary teams and mentored designers and interns. Provided and solicited feedback from teams.
- Detail oriented, creating pixel perfect designs while also looking at the big picture.
- Fluent in Sketch, InVision, Adobe Creative Suite and other software.
- I enjoy learning new things and tackling new projects with empathy and curiosity.

PROFESSIONAL EXPERIENCE

Mei Yee Tse Design, San Francisco, CA and New York, NY

Freelance Designer, 2004-2010, 2014-2016, 2018-present

- Skills: Art direction and creative vision, concept design, design strategy, visual design, production, HTML/CSS coding, vendor management and client contact.
- Capabilities: **Interactive/web design** (websites, landing pages, mobile, ATM screens, emails, banner ads) **print design** (brochures, proposal and presentation books, business cards, logos, invitations, sell sheets) and **exhibition graphics** (tradeshow graphics, retail display graphics).
- *Selected clients: BitGo, Cayuga Community Connectors, Extractable, Stanford Federal Credit Union, OnQ Solutions, International Museum of Women, City College of San Francisco - Student Activities, Habitat Children's Museum, General Graphics Exhibits, Williams-Sonoma, Michael Patrick Partners, FirehouseRed, Mobius Technology Solutions*

San Francisco Health Plan, San Francisco, CA

Web Designer, September 2016-October 2017

- Created the visual designs, UI/UX designs, developed the initial sitemaps, wireframed, coded and managed 2 SFHP web portal sites serving a diverse audience - the Member Portal (a multilingual site for health insurance members) and the Provider Portal (for doctors and medical office personnel).
- Developed the site wide look and feel, branding and identity of the brand new portals from the ground up including all phases of design and front end coding in HTML/CSS.
- Seamlessly collaborated with core team members and internal clients.
- Launched both portals on a tight deadline - on time and on budget.
- Positively sought to learn new processes and software including mastering the proprietary health care CMS and learning Excel, Visio and Jira.
- *Industries served: health care, health insurance.*
- **Note: Resume continues on page 2.**

PROFESSIONAL EXPERIENCE, CONTINUED - PAGE 2

Tightrope Interactive, San Francisco, CA

Web Designer, June 2010-June 2014

- Developed visual designs, UI/UX designs, concept, research, wireframing and front end development in HTML/CSS for websites, landing pages, emails and web banners. Sole designer for the projects I was on.
- Designed from scratch - worked on projects from conception to completion.
- Built out designs in WordPress CMS by hand-coding in HTML and CSS.
- Created branding and logo designs.
- Made design iterations based on A/B and multivariate testing with the end goal of improving the user experience and driving conversions.
- Successfully collaborated with project managers, creative directors, copywriters and web developers to bring projects to life.
- Mentored design interns.
- *Industries served: online education, food, wellness, video gaming and software downloads*

ESI Design, New York, NY

Graphic Designer, June 1999-October 2004

- Designed, developed and produced exhibition graphics, signage, proposals and presentation books and print collateral.
- Created control document drawing sets for the client and fabricators, including comprehensive style guides for color, fonts, materials, and graphic dimensions.
- Routinely tested out design variations to best tell the client's exhibition story.
- Lead exhibit graphic designer for projects such as Bernheim Arboretum and Research Forest and Olay "Regenerist" Product Launch Event.
- Worked on and managed the graphic production phase for the Pope John Paul II Cultural Center, a 50,000 square foot brand new museum about Catholicism.
- Researched, negotiated with and managed graphic vendors.
- Mentored design interns.
- *Selected Projects: Bernheim Arboretum And Research Forest, Children's Museum of Los Angeles at Hansen Dam, Olay "Regenerist" Product Launch Event, Jacqueline Kennedy: The White House Years Fashion Exhibit at the JFK Library, Pope John Paul II Cultural Center, American Family Immigration History Center at Ellis Island, Playa Vista Signage System in Los Angeles.*

Two Twelve Associates, New York, NY

Freelance Designer, 1999

- *Signage Projects: Radio City Music Hall, Massachusetts General Hospital, Towson University*

Glazer And Kalayjian, New York, NY

Freelance Designer, 1998-1999

- *Print Projects: Canon, Neuberger & Berman Management, Inc.*

Brooklyn Children's Museum, New York, NY

Graphic Designer, 1996-1998

- *Selected Project: Scholastic's The Magic School Bus: Bones, Beasts and Bugs Exhibit*