



PATRICIA TSE


PRODUCT DESIGNER

CONTACT

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SKILLS

Research

Heuristic Evaluations,
Usability Testing, User
Interviews, Experience Maps,
User Journeys, Data Analysis,
Affinity Maps

Design

Wireframing, Prototyping,
Design Systems, Interaction
and Motion Design, Web and
Mobile Design, Information
Architecture

Tools

Figma, Sketch, InVision,
Adobe XD, Zeplin, Webflow,
Tableau, Excel

AWARDS

1st Place, Hackathon

BrainStation x Mcdonalds

Designed a feature to improve
user adoption of their Digital
Loyalty Program and increase
spend per transaction

EXPERIENCE

User Experience Designer Intern

Konrad Group | Jan 2022 - Jun 2022

- Designed a variety of product interfaces such as retail card transactions, mortgage calculators, and real estate dashboards for multiple clients
- Led the initial redesign process of Fedex.ca focusing on content optimization for both shippers and merchants
- Created design systems to catalog components and brand styles, and improve visual consistency
- Presented design solutions to clients and explained how design choices affect KPIs and customer satisfaction

Risk Advisory Analyst Intern

Deloitte | Jun 2020 - Aug 2020

- Prepared risk reports to establish cause and presented solutions for over 20 client engagements
- Maintained interpersonal relationships and utilized industry technology to deliver business insights to clients

EDUCATION

User Experience Design Diploma

BrainStation | Aug 2021

Applied UX Design Principles to over 5 projects including user research and usability testing

Bachelor of Commerce, Finance

UBC Sauder School of Business | May 2022

PROJECTS

Wahi.com (UX/UI Designer)

Figma | May 2022

Launched the redesign of Wahi.com, giving homebuyers an end-to-end digital real estate experience

Stash (Capstone Project)

Figma & InVision | Aug 2021

Hi-fidelity prototype aimed at helping young adults manage their finances through expense tracking and budgeting