



EMILY TSAI

A Product Designer with HR and Business Operations Backgrounds.

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DESIGN SKILLS

Service Design
System Design
User Research

Interviews, Surveys/Competitive Analysis /
Diary Studies/Co-Design Workshops/
Contextual Inquiry.

Synthesis

Service Blueprint/Affinity Maps/Journey
Maps/Concept Mapping/User Story
Mapping/Pattern Recognition.

Storytelling

Wire framing

Prototyping

User Testing

A/B testing/Card Sorting/Remote Testing/
Click Testing/Prototype Walkthroughs.

Graphic Design

Web Design

App Design

Branding & identity

OTHER SKILLS

Project Management

Client Management

Stakeholder Management

Cross-functional Collaborations

Process Management

Recruitment

Budget Control

TOOLS

Figma

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Microsoft Office

Cinema 4D

Origami Studio

Capcut

Miro

LANGUAGE

Chinese (Native)

English (Fluent)

Taiwanese (Fluent)

WORK EXPERIENCE

Benthamplank

Oct 2023 - Present

Founding Product Designer

- Direct UX/UI strategy, building comprehensive systems from 0 to 1 and driving the development of a user-centered eCommerce platform (www.open4home.com).
- Establish the platform's visual identity with scalable UI frameworks and style guides for brand consistency.
- Managed projects and collaborated with leadership and stakeholders to align goals and priorities with long-term strategies, overseeing design implementation, and conducting QA.
- Contribute to membership strategy development, ensuring feasibility and seamless implementation.
- Lead technical integrations, including payment gateways, shipping solutions, tax APIs, and analytics tools.
- Collaborate with PIM administrators and engineers to optimize PIM workflows, leveraging web scraping to upload over 160,000 products.
- Develop and execute SEO strategies, including audits, keyword research, on-page and technical optimizations, while refining performance through analytics.
- Monitor Google Analytics, deliver actionable insights through regular reporting, and iteratively improve interfaces.

AboundSenses

March. 2023 - Oct.2023

Brand Designer | UX Researcher | UX Designer

- Built an artwork eCommerce platform from 0 to 1, spanning branding, marketing, and UX/UI design.
- Guided product direction through research and user insights.
- Defined branding, tone, and design system by leading UX and visual strategy.

Mortati Design

Feb. 2023 - Aug.2023

UX Researcher | UIUX Designer

- Built an operational system from 0 to 1 for a memory care device for dementia residents, including workflow and interface design.
- Strategized for the design direction by leveraging the findings of different stakeholders' preferences and concerns through research, interviews, and co-design sessions.
- Conducted rapid prototyping and testing to refine and finalize the interface.

Shanghai Besway Property CO., Ltd.

July.2019 - Aug.2022

Service Designer | Administration | HRBP

- Led service definition through research, resolving customer and employee pain points.
- Designed user flows, interaction models, and in-person experience blueprints.
- Defined solutions, principles, and measurement frameworks.
- Built a sustainable employee performance evaluation system.
- Streamlined survey operations, cutting complaints by **19.4%**.

Hudson Recruitment (Shanghai) CO., Ltd.

Nov. 2018 - Jun. 2019

Associate Consultant | Head Hunter

- Conducted talent acquisition for sales & marketing roles within the industrial sector.
- Handled candidate sourcing, talent assessment, interviews, and client management.

EDUCATION

California College of the Arts

Sept. 2022 - Aug. 2023

Master of Interaction Design

GPA: 3.85

University of Washington, Seattle

Sept. 2010 - Jun.2014

BA in Visual Art | Minor in Architecture