



# TINSLEY HUO

UX & Product Designer

I am a UX/Product Designer with experience working on Web, App, enterprise applications and other digital products. My passion for problem solving and empathetic nature has landed me in the world of UX design. I aspire to collaborate with and learn from a diverse group of designers to create playful and innovative products. Outside of work, I enjoy good food, fashion and casual games.

## EXPERIENCE

### UX Design Intern, FIGURE-8 (Museum of Ice Cream)

May 2019 - Jan 2020 | New York, NY

- Worked with PM, visual designer, and developer the museum's website(60k monthly traffic) landing and ticketing experience to improve key business metrics and user engagement.
- Rebranded and created the design system for the MOIC website thereby increasing traffic.
- Ideated and designed 5 modules of an internal-use platform in 3 months to optimize 400+ staff and 500k visitor's experience through data-driven iterations.

### UI/UX Design Intern, Etomon

Feb 2019 - May 2019 | New York, NY

- Researched problem areas, users' needs, and opportunity areas based on the interview, A/B testing, and competitive analysis for an e-learning startup.
- Designed mockups, user scenarios, and hi-fi prototypes to help launch the teacher profile feature.

### Designer, Tapioca Express Inc.

Aug 2017 - May 2018 | Los Angeles, CA

- Ideated features of an ordering platform targeting 3X revenue.
- Refined the company's visual identity, typography, and branding
- Formulated and translated clients' needs into featured creative projects within the design team.

## PROJECT


### UX Developer, Outfront Media

Sep 2019 - Dec 2019 | New York, NY

Designed and developed a series of advertising billboards based on the design brief within a team of four designers. These e-boards will be in motion and evolving to create an Instagram worthy experiences for commuters and tourists in New York subway station.

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## EDUCATION

### Parsons School of Design

MFA Design & Technology  
Human-centered Product Design  
Sep 2018- May 2020 | New York, NY

### University of California, Davis

B.A. Design  
B.A. Communication  
Sep 2013- May 2017 | Davis, CA

## SKILL SET

User Experience Design  
User Interface Design  
Storyboarding  
Wireframing  
Prototyping  
Usability Testing  
Competitive Analysis  
User Research  
Data Visualization  
Physical Computing  
3D Modeling

## TOOLS

### Design

Sketch, Figma, Invision, Principle  
Adobe Photoshop, Illustrator, XD,  
InDesign, After Effects, Maya

### Programming

HTML, CSS, Javascript, C#, C++,  
OpenFramework