

KATY TSAI

UX & INTERACTION DESIGNER

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SKILLS

Methods

Conceptual Models
Contextual Inquiry
Customer Journey Mapping
Data Visualization
Experience Mapping
Personas & Scenarios
Low/High-Fidelity Prototyping
Service Blueprints
Storyboards
Usability Testing
User Interviews
Wireframes
Videosketches

Technology

Adobe Creative Suite
Microsoft Office Suite
Apple iWork Suite
Autodesk Maya
ActionScript 3
HTML/CSS, Javascript/jQuery (Basic)
SQL, Java, SQABasic, C (Basic)

AWARDS & HONORS

GSA Representative

Graduate Student Assembly (GSA) 2012
Represented CMU School of Design

Advertising Strategy

American Advertising Federation 2008
2nd at Regionals for AIM ad campaign

Branding and Product Development

L'Oreal Brandstorm 2007
National Finalist for Redken for Men global marketing and product strategy

EXHIBITIONS

Solo Art Show
Black Sheep, San Francisco, CA, 2011

APAture Art Show
Kearny Street Workshop's Space 180,
San Francisco, CA, 2007

EDUCATION

Masters of Design in Interaction Design

Carnegie Mellon University
Expected Graduation in 2013

Bachelors of Art in Art Practice, Extensive Coursework in Computer Science

University of California, Berkeley
Graduated with Honors, 2008

Coursework in History of Renaissance Art

Florence University of the Arts
Summer Abroad 2008

WORK EXPERIENCE

Course Instructor

Carnegie Mellon University | Pittsburgh, PA | Jan 2013 - Present
Leading and instructing 25 students on basic interaction design principles in Interaction Design Studio, a required course for undergraduate students in the Human-Computer Interaction program

Teaching Assistant

Carnegie Mellon University | Pittsburgh, PA | Aug 2012 - Dec 2012
Assisted the course instructor, Peter Scupelli, in leading and facilitating Basic Interaction, a core class in the Interaction Design graduate program
Met weekly with 17 students to advise on project approach and concepts

Summer Design Associate

Adaptive Path | San Francisco, CA | Jun 2012 - Aug 2012
Conducted brainstorming workshops with a Fortune 500 retail client to design an omnichannel user experience strategy and deliver 9 final concept sketches
Researched best practices to deliver a comparative assessment recommending interaction benchmarks for the 2014 redesign of the health enrollment process

Consultant, Business Technology Analyst

Deloitte Consulting, LLC | San Francisco, CA | Jul 2008 - May 2011
Earned promotion and highest year-end performance rating, top 15% of peers

Data-Driven Analysis. Conducted user requirements workshops with key client stakeholders to design and implement a global supply chain strategy

Impact through Technology. Captured financial data for litigation and analytics to mitigate risk in retail banking

Leadership, Teamwork, and Communication. Launched the Bay Area Mentoring Program and led the diversity recruiting effort in local college campuses for the Women's Initiative (WIN)

Operations Analyst

Gap Inc. Direct | San Francisco, CA | Jun 2007 - Jan 2008
Designed benchmarking system to monitor site performance and product content
Delivered training materials on Gap's online publishing and operations process

Junior Media Consultant

VSC Consulting | San Francisco, CA | Jun 2006 - Aug 2006
Developed client market research strategy and designed internal promotional media for distribution to over 5000 businesses and clients

Production Assistant, Marketing Intern

Berkeley Alliance | Berkeley, CA | Nov 2004 - Dec 2005
Produced and marketed the 2006 Berkeley's Youth Services Directory publication, boosting awareness by 200% and distributing to 13,000+ families and agencies