

ERICA TSOU

PRODUCT DESIGNER

📍 american based in toronto
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I'm passionate about creating meaningful design solutions & connecting people through experiences. My background in sciences & client success complements my research-driven, empathetic design approach.

SOFTWARE

Figma Principle
Sketch Photoshop
Adobe XD Webflow
InVision Trello
Marvel Airtable
Zeplin Notion

DESIGN

Research & Strategy
User Interface
Interaction Design
Persona Creation
Storyboarding
Usability Testing
Wireframing
Prototyping
Info Architecture
Design Systems
Agile Framework

PROJECTS

Playgrid, UX Researcher & Designer

OCT 2020 - DEC 2020 | ACADEMIC CAPSTONE PROJECT

Reduce employee digital fatigue & optimize company culture in remote environments

Collab, UX Researcher & Designer

NOV 2020 | 4 DAY DESIGN SPRINT

Collaborative tool for virtual group work that empowers university students for success

EXPERIENCE

UX/UI Designer, Freelance

SEP 2020 - Present | TORONTO, ON

Redesigning De Danu online e-commerce site through UX heuristic and data analytics to improve company branding, site navigation, and payment flow

Redeveloping cologne subscription website to improve branding, customer conversion, and product recommendation

Account Manager, Epicater Inc

JUN 2018 - MAR 2020 | TORONTO, ON

Designed marketing initiatives, including successful launch of monthly client-facing newsletter

Researched and conducted testing to ensure website redesign was intuitive & user-focused

Increased revenue from client accounts, with track record of building sustainable relationships

Managed budget and scope for multiple projects while liaising with clients & partners

Front of House, Operations, Nadege Patisserie Ltd.

OCT 2014 - MAY 2018 | TORONTO, ON

Identified trends in client inquiries, using insights to develop better consumer experiences

Creatively engaged clients to drive favorable brand conversations & relationships

Executive Event Coordinator, UofT Office of Residence & Student Life

JAN 2015 - OCT 2015 | TORONTO, ON

Designed \$100K week-long program (30+ events) to facilitate transition of 1000+ students

Conducted market research and post-analysis reports, compiling insights for campaign success

Increased student orientation enrollment by 10% ; increased retention of attendees by 35%

Grad/Mid Year Representative, UofT New College

MAY 2014 - APR 2016 | TORONTO, ON

Spearheaded 20+ campus life & academic success initiatives for students

Rebranded the "New 2.0" event, increased student attendance by 300%

ASK ME ABOUT

Toronto Reel Asian Int. Film Festival
Marketing Committee 2018

Mazza Centre for Implant Surgery
Clinical Assistant 2013

Dermatologic Surgery Center of DC
Clinical Assistant 2011-2013

EDUCATION

BrainStation, User Experience Design Diploma

SEP 2020 - DEC 2020 | TORONTO, ON

University of Toronto - St George, Honors Bachelor of Science

APR 2018 | TORONTO, ON