



**Shannon Tsai**  
Digital Product Designer

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## EXPERIENCE

<b>Instrument</b> 6/2021–8/2021	<b>Design Intern (Remote)</b> Collaborated with the internal design team on future improvements and creative vision works for a large gaming software company. Applied Pace Gallery's new brand identity to its digital experience and updated their digital design system.
<b>SLOPE</b> 1/2021–10/2021	<b>Freelance Web Designer (Remote)</b> Worked with founder and creative director to create visual content and user interface for client's websites. Crafted platforms with webpage and mobile design for clients across different industries including security workflow, healthcare, and recruiting for marketing professionals.
<b>Gatheround by ClassZero</b> 6/2021	<b>Graphic Designer and Moderator (Remote)</b> Hosted a 75-person virtual event where leaders in design and product from Google, Netflix, Facebook, Microsoft, and Nike are invited as guest speakers to share their experience and answer questions from college/university students all over the world that are interested in the digital product field.
<b>Develop for Good</b> 1/2021–3/2021	<b>Volunteer Product Designer (Remote)</b> Volunteered for CARE Palestine (West Bank/Gaza) to redesign their website interface to increase user legibility and accessibility. Assisted in website implementation on Wordpress and integration of SEO plugin.
<b>Adobe Creative Jam x The Ocean Agency</b> 5/2020	<b>Digital Designer (Remote)</b> Participated in a 5-day design competition sponsored by Adobe. Collaborated with a team of designers to create a digital solution that spread awareness of ocean sustainability and reef restoration efforts to audience around the world.
<b>Siegel + Gale</b> 2/2019–4/2019	<b>Graphic Design Intern, Shanghai</b> Assisted in developing logos, catalog design, presentations and visual systems to strengthen and communicate brand value both digitally and physically for corporate clients. Worked cross-functionally with the brand strategy team to explore strategies based on 3 directions to reinvigorate clients' brands by creating a visual identity system.

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## EDUCATION

1/2018–12/2021	<b>ArtCenter College of Design</b> Pasadena, California Bachelor of Fine Arts in Graphic Design
11/2020	<b>Focused Coursework at ArtCenter Digital Designer</b> Selected to participate in a 3-day intense workshop sponsored by Google. My role was to provide research, concepts and prototypes that fulfill the prompt Google has provided to the transdisciplinary team.
9/2014–6/2016	<b>University of California, Los Angeles</b> Los Angeles, California Bachelor of Arts in Sociology

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## RECOGNITION

<b>Student Winner Built Environment Award Core77 Design Awards 2021</b> 6/2021
<b>ArtCenter Entrance Scholarship</b> 1/2018–12/2021
<b>ArtCenter Provost's List</b> 6/2019–8/2020
<b>Adobe Achievement Awards: Top Talent 2019</b> 5/2019
<b>ArtCenter Student Gallery</b> Into the Abyss: Sense of Perception (Editorial Design) Project Play: Artists and Architects (Editorial Design) Kinto Coffee Pour-over (Product Design) 9/2018–12/2019

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## EXPERTISE

### Tools

Adobe CC, Google Suite, Microsoft Office, Keynote, Sketch, Figma, InVision.

### Skills

User Research, Information Architecture, Wireframing, Usability Testing, UI/UX Design, Prototyping, Visual Design.

### Crafts

Bookbinding, 3D Printing, Laser Cutting, Letterpress, Digital and Film Photography, Photo Retouching.

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## LANGUAGES

English and Mandarin