

Griffin Tsang

Product Designer

(415) 349-9075 | g.gnast@gmail.com

LinkedIn: /griffin-tsang/

Portfolio: griffintsang.com

Education

Northeastern University

Jan 2021 - May 2024

B.S.

Business Administration + Design
Marketing; Interaction Design

Related Activities

2021 Boston Jam-O-Lantern

Game Design Finalist

A game design sprint competition amongst Boston Universities. I contributed to ideation, game UI, and character design

Related Courses

Experience and Interaction, Marketing Research, Typography 2, Design Systems and Context, Interaction Design 2

Skills

Figma, Illustrator, XD, Photoshop, Premiere, Lightroom, Smartlook, Microsoft suite, Google Suite, Rhinoceros 3D, Blender, P5.js, Excel, HTML, CMS, Cyberduck, Meta Suite, Mailchimp, Canva

Related Experience

Jul 2024 - Now **Trytutor.me** • New York, NY
Product Designer

- Accepted into Techstars startup accelerator in August 2024
- Collaborated with engineers to create 3 new user flows and a new sitemap, enhancing navigation and user engagement.
- Brainstormed and proposed five new AI-driven product developments, including Study Buddy and Writing helper features.
- Developed low-fidelity and high-fidelity wireframes and interactive prototypes for 2 new AI product user flows.
- Conducted in-depth competitor analysis and usability testing to refine designs and improve user satisfaction.
- Solidified a new revenue model, contributing to a 75% increase in platform profitability.

May 2023 - Aug 2023 **Walletgyde** • San Francisco, CA
UI/UX Intern

- Redesigned 20 mobile interface pages for a Matchmaking service pairing users with financial advisors
- Spearheaded a market research campaign leveraging Meta Suite by creating 6 paid marketing posts reels which garnered over 1000 impressions per post
- Led the launch of a successful user survey and won buy-in from the founder to create survey marketing campaigns to gain continuous user feedback
- Created long-term designs for the Walletgyde product with
- Prototyped designs for user testing in Figma

Jul 2022 - Aug 2023 **StudentUniverse** • Waltham, MA
Designer

- Created graphics and advertisements for Google display ads, email campaigns, website headers, social media outlets
- Spearheaded Black Friday creatives, which garnered over 1,453,746 impressions on all marketing channels in just the US alone and drove an incremental 25% increase in bookings
- Brainstormed weekly for website and app UI developments with the product development team
- Worked with UI/UX Designers to develop UI in Adobe XD
- Designed main graphics for Black Friday 2022 campaign spread to social media platforms, website displays, email campaigns, etc.
- Updated website content and created landing pages in HTML using CMS and Cyberduck