

Stephanie Tsou

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EXPERIENCE

People I've Loved — Media & Visual Design Coordinator

Oakland, CA | May 2022 - present

Printmaking workshop specializing in hand-printed & assembled objects

- Working closely with leadership to develop promotional content to post across various media platforms with audience reach of 760k.
- Designed brand deck to promote to potential collaborators
- Planning & designing digital media assets to post across social media platforms (i.e., Instagram)
- Facilitating and organizing communication between leadership and external PR representatives to schedule interviews

Pathrise — UX/UI Design Admissions Specialist

Remote | September 2022 - present

Y-Combinator startup offering online mentorship for job seekers in tech

- Conducting technical interviews & portfolio review with prospective fellows to assess technical abilities
- Gathering candidate's pain points regarding job search and providing high-value feedback and advice

Seventh.ai — UX/UI Designer

Remote | November 2021 - present

Biotech start-up building platform to streamline clinical trials process

- Facilitating user interviews and conducting preliminary research to understand market needs
- Crafted multiple prototypes & design system components in Figma and InVision to support alpha product creation

UC Berkeley Extension — UX/UI Designer

Remote | May 2021 - October 2021

[Farmly](#) - Mobile App Design Project

- Collaborated with 3 designers in agile team to develop mobile app design aimed to help health-conscious consumers find efficient & cost-effective way to access farm-to-table produce
- Conducted user research, developed user flows, & prototyped low to high fidelity design of mobile application

[Cal Student Philanthropy](#) - Website Redesign Project

- Led team of 4 designers in agile team to redesign marketing website of Cal Student Philanthropy (UC Berkeley non-profit)
- Organized and conducted usability testing in order to create a more impactful, trustworthy brand identity
- Restructured information architecture to promote memorable, engaging user experience

OTHER WORK EXPERIENCE

Cover | Inside Sales Agent

Remote | August 2020 - August 2021

Positive Pathways | Behavioral Technician

Oakland, CA | May 2019 - March 2020

EDUCATION

B.A. Psychology | 2019

Minor in Education

University of California, Berkeley

UX/UI Design Certificate | 2021

UC Berkeley Extension

SKILLS

RESEARCH

User Interviews
Usability Testing
Ethnography
Contextual Inquiry
Heuristic Evaluation
Competitive Analysis

DESIGN

UX Design
Visual Design
Graphic Design
Information Architecture
Personas
Journey Mapping
Storyboarding
Rapid Prototyping
Wireframes

TOOLKIT

Adobe Photoshop
Adobe Premiere Rush
Google Suite
Whimsical
Maze

Prototyping:

Sketch
InVision
Figma
Adobe XD

Development:

Basic Knowledge of:
HTML/CSS
JavaScript