

# Samantha Tsang

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## WORK EXPERIENCE

### Celero

08/2021 - Present

#### User Experience Designer + Researcher

- Crafted UI/UX wireframes, design guides, and mockups for Xpress digital banking system for 30+ credit unions across Canada
- Collaborated with cross-functional teams including stakeholders, developers, and QA team throughout software development lifecycles, delivering polished mobile app, website, and online banking experiences
- Lead user research workshops and testing sessions in usability with credit unions to collect valuable information that resulted in implementation of accessibility features (screen reader, text size adjustment, font colors)

### Trainerize

10/2019 - 08/2021

#### Product Specialist + User Interface Designer, Mobile Apps

- Created mockups for white-label custom mobile apps on Figma, resulting in a 74% increase in white-label product sales.
- Spearheaded collaboration efforts with developers throughout the white-label app creation process, leading to a 30% reduction in development time and an improved user experience within 9 months.
- Conducted user research sessions and one-on-one interviews with customers to gather feedback for new feature improvements, resulting in a 16% increase in customer satisfaction ratings and a 5% decrease in customer churn rate.

### Unbounce

09/2016 - 10/2019

#### Senior Customer Experience Specialist

- Collaborated with cross-functional teams to reduce average customer response time by 45%, resulting in improved customer experience and a 22% increase in customer satisfaction ratings.
- Simplified technical tutorials for non-technical audiences in help documentation

### myBestHelper

04/2015 - 11/2015

#### Communications + Marketing Designer

- Organized and facilitated user research panel with 100 participants from user database, resulting in invaluable insights that informed the creation of a UX strategy and design to enhance customer experience
- Developed visually stunning graphics for promotional materials, programs, and events that resulted in a 132% increase in engagement and brand awareness metrics
- Collaborated with cross-functional teams to conceptualize and implement marketing funnels and promotional campaigns, increasing click rate by over 125%

## User Experience Designer

With 6+ years of experience, I am a seasoned designer specializing in SaaS platforms, delivering impactful results such as a 74% increase in white-label product sales in 8 months, and a 132% increase in engagement and brand awareness metrics in just 7 months.

## SKILLS

Adobe Creative Suite, Artificial Intelligence (AI), Graphic Design, Product Design, Usability Testing, User Experience, User Interface Design, User Research, Wireframing

## EDUCATION

### Intro to AI Product Design

ELVTR  
10/2023 - 01/2024

### UX Career Track in UX/UI Design

Springboard  
01/2020 - 12/2021

### Bachelor of Arts in Philosophy + Visual Art

The University of British Columbia  
01/2002 - 12/2006