

# Jessica Tsui



An enthusiastic HCI grad student who loves designing intuitive and enjoyable user experience that empowers users

Seeking a UX & Product Design internship for Summer '17



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## SKILLS & METHODS



### UX Design

Persona  
Ideation  
Storyboarding  
Information Architecture  
Wireframing  
Prototyping  
UI Design



### UX Research

Interviews & Surveys  
Focus Groups  
Task Analysis  
Usability Testing  
Heuristic Evaluation

## TOOLS



Sketch  
Illustrator  
Photoshop  
Indesign  
3DS Max



Axure  
Invision  
Balsamiq  
Framer  
Principle



HTML/CSS  
Javascript  
Drupal CMS



Unity  
Python  
Arduino



Premiere Pro  
After Effect



## EDUCATION

MS in Human Computer Interaction, Georgia Institute of Technology

2016-2018 (Expected)

Specialized in Industrial Design, GPA 4.0/4.0

BA in Creative Media, City University of Hong Kong

2011-2015

Graduated with First Class Honors, GPA 3.89/4.0

Exchange student in Media Arts at Zurich University of the Arts, Fall 2014



## WORK EXPERIENCE

Research Assistant, City University of Hong Kong

Jul 2015 - Jul 2016

- Improved user & learning experience for MOOC students with web design, ux design and front-end development of an interactive student platform on [awallproject.net](#)
- Enhanced social interaction among ethnic groups in Hong Kong with interaction design, development and coordination of **Sing for her**, an interactive public art project collaborated with ethnic minorities in Hong Kong
- Created gratifying and interactive learning experience for users by developing 360 videos for MOOC project

Camp Coordinator, YMCA Camping of Hong Kong

Jul 2011 - Aug 2014

- Delivered enjoyable experience for over 900 young campers by coordinating over 30 camps, managing over 30 different camp staff teams and collaborating with education professionals
- Led leadership training workshop and team building workshops to improve participants' leadership and collaboration skills



## SELECTED PROJECTS

### reco

UX Research | UX Design | UI Design

Contributed to user research, ideation, design and prototyping of reco, a just-in-time wearable app that helps students at Georgia Tech to make better recycling decisions and gain awareness concerning environmental sustainability

### Theatre of Madness

Mixed Reality Design | 3D Modelling

Ideated and designed a VR tour and an AR experience using projection mapping to reintroduce and document an underappreciated architecture

### Music Box

UX Research | UX Design | Tangible UI Design

Contributed to user research, ideation, design and prototyping of music box, a tangible UI enabling users with all kind of musical knowledge to play music easily



## SELECTED AWARDS

Wong Kam Fu Outstanding Innovation Award 2015

Awarded for an outstanding performance in the final year project with an innovative idea and production formation which could lead to the betterment of the community

Hong Kong SAR Government Scholarship 2015

1 among the 0.1% selected scholars selected from all over Hong Kong

Dean's List 2013-2015

Awarded for outstanding academic performance (top 10% of the class)