

ERICA TSOU

PRODUCT DESIGNER

EXPERIENCE

Account Manager & Event Coordinator | Epicater

JUN 2018 - MAR 2020, TORONTO, ON

- Increased revenue generated from key client accounts year on year, with a track record of building sustainable relationships
- Managed budget, schedule, and scope for multiple projects while liaising with clients & partners
- Designed & led marketing initiatives, including the successful launch of monthly client-facing newsletter "Tastebuds"
- Created solutions & advanced company core products & services

Executive Event Coordinator | UofT Office of Residence & Student Life

JAN 2015 - OCT 2015, TORONTO, ON

- Organized a \$100K week-long program (30+ large-scale events) to facilitate the transition of 1000+ incoming students
- Compiled market research & post-analysis reports, including insights and recommendations for campaign success
- Increased student orientation enrollment by 10% and retained overall student attendance by 35%

Grad/Mid-Year Representative | UofT New College

JAN 2014 - APR 2016, TORONTO, ON

- Spearheaded 20+ campus life & academic success initiatives for students via event coordination and charity fundraising
- Prepared multiple project schedules, cost estimates, promotional materials

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEP 2020 - DEC 2020, TORONTO, ON

University of Toronto | Honors Bachelor of Science

APR 2018, TORONTO, ON

PROJECTS

Playgrid | UX Researcher & Designer

OCT - DEC 2020 BRAINSTATION - CAPSTONE PROJECT

Aims to reduce employee digital fatigue and optimize company workflow and culture

Collab | UX Researcher & Designer

NOV 2020 BRAINSTATION - DESIGN SPRINT

Collaborative tool that mature university students can use for remote group work.

erica.ytsou@gmail.com

647-648-4683

linkedin.com/in/ericatsou

ericatsou.com

SKILLS

User Research, Persona Creation, Usability Testing, Information Architecture, Wireframing, Prototyping, Interaction Design, UI Design, Product Design, Figma, Sketch, InVision, Marvel, Zeplin, Trello, Airtable

PROFILE

Leveraging my background in health sciences and customer success management, I am passionate about creating meaningful design solutions and connecting people through experiences.

As a life-long learner with a fascination for all things science and tech, I'm eager to join a team that brings both innovation and inspiration to its users.