

DAVID TSAI



DESIGN@DAVIDTSAI.COM

EXPERIENCE

SENIOR DESIGNER

HEWLETT PACKARD ENTERPRISE | SUNNYVALE, CA | OCT 2014 - PRESENT

Senior Designer for Online Business organization providing thought leadership for the overall design vision and execution across all products within the team. Influence organizational members and stakeholders, and build consensus in user experience throughout. Strong communications skills for building partnerships and buy-in with other teams. Contribute to the development of the Design team culture and quality standards. Advocate the importance of user research both during ideation and post product launch in order to validate design decisions. Familiarity with product goals to help guide design to meet and exceed their ROI and KPIs.

VISUAL DESIGNER

TRULIA | SAN FRANCISCO, CA | JAN 2013 - OCT 2014

Visual Design lead for Trulia Business Services Marketing team. Working with 10+ Marketing and Product Managers translating business goals into relevant and effective designs. Collaborated with a team of 8+ Designers to create consistent and innovative design processes. Responsibilities included wireframing, landing pages, emails, infographics, marketing documents, HTML/CSS coding and creative copy editing.

VISUAL DESIGNER

STUBHUB (EBAY) | SAN FRANCISCO, CA | JUL 2007 - JAN 2013

Integral member of StubHub Marketing Team functioning as key stakeholder in company brand and visual identity. Lead various creative channels, campaigns and product launches including StubHub website, rewards program, partnerships, social media channels, mobile applications and international marketing. Worked closely with Marketing, Product, Engineering, User Experience teams and outside contractors to achieve cohesive, innovative and inspirational creative.

Specific creative assets include web pages, emails, online banners, identity packages, print collateral, mobile applications, social channels, video production, out-of-home advertising, photography, and illustrations. All of which helped guide the company to become the largest ticket marketplace in the world with a 30% annual year-over-year increase in ticket sales, brand awareness score of 68% and 0 to 250,000 Facebook followers in three years.

SENIOR DESIGNER

E-AGENCY | OAKLAND, CA | APR 1998 - AUG 2006

Design and front-end development of integrated website and email campaigns for a diverse client list including; Oakland International Airport, Shorenstein Realty and Matthews Asia Funds. Collaborated closely with Account Managers, Copywriters, Engineers and Designers. Lead execution of design direction, requirements, project scope, timelines and process.

SKILLS

Photoshop
Illustrator
Sketch
InDesign
CSS/HTML

EDUCATION

GRAPHIC DESIGN

California State Polytechnic University, Pomona
Pomona, California

PORTFOLIO

WWW.DAVIDTSAI.COM

REFERENCES

AVAILABLE UPON REQUEST