

DAVID TSAI



DESIGN@DAVIDTSAI.COM

EXPERIENCE

UX DESIGN MANAGER

HEWLETT PACKARD ENTERPRISE | SUNNYVALE, CA | JAN 2017 - PRESENT

Leading and executing the design vision and UX strategy for 3 platforms within a multi-billion dollar software business comprised of our core software website, apps/plugin marketplace and technology news website. Highlights including an updated visual language, design system and user experience; working hand-in-hand with Executive Leadership, Product Managers, Project Managers, Engineers and Stakeholders.

Managing a team of 5 high-performing, multi-disciplinary UX and Visual Designers engaging in user interviews, information architecture, prototyping, usability testing, visual/UI design, photography, illustrations, and iconography. Crafting requirements and solutions to meet KPIs and metrics based on business objectives. Prioritizing project timelines while guiding team culture, organizing reviews, collaboration sessions and mentoring. Managing communications with external agencies for overflow and campaign work.

SENIOR DESIGNER

HEWLETT PACKARD ENTERPRISE | SUNNYVALE, CA | OCT 2014 - JAN 2017

Lead 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.

SKILLS

Sketch
Adobe Experience Design
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
CSS/HTML

EDUCATION

GRAPHIC DESIGN

California State Polytechnic University, Pomona
Pomona, California

PORTFOLIO

WWW.DAVIDTSAI.COM

REFERENCES

AVAILABLE UPON REQUEST