

Summary of work

Joyce Tan Product Designer

joyce-tan.com

Work & Edu

- 2024 Design Associate at Techstars
Freelance UX Consultant
(Intrinsic Power, Stoked Plastics, Pitchtape)
- 2023 Product Design Summer Intern at
Tinder
- 2021-22 UX Designer at UCLA IT Services
- 2022 Product Design Intern at
Struct Club
- 2021 Innovation Design Intern at
Supernova Brands
- 2020 UI/UX Design Intern at SCOR

Testimonials

“

Joyce is proactive and works well with other collaborators and designers. Her time management is very strong as she completes tasks with little oversight and delivers high quality work in minimal time frames.

Chris Tirabassi, Senior Design Manager at Tinder

“

It was such a pleasure to work alongside Joyce at Techstars. She is warm, compassionate, and has a great eye for design strategy. Any design team would be lucky to have her onboard.

Andrea Ramirez, Designer at Techstars

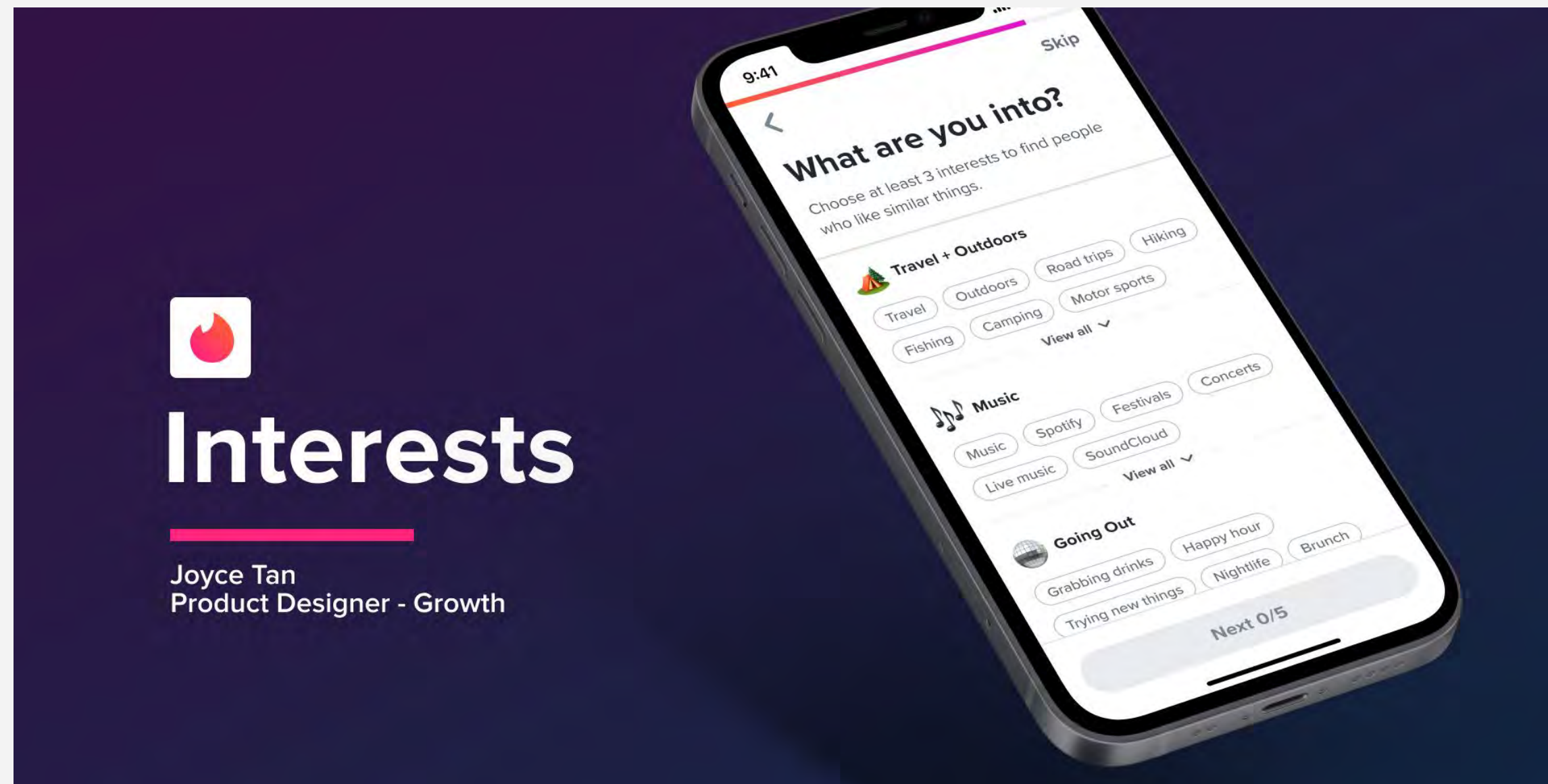
“

Joyce consistently delivered thoughtful work with great attention to detail. She was always willing and eager to help move Pitchtape's business forward across many projects with tight deadlines.

Nick Scannavino, CEO of Pitchtape

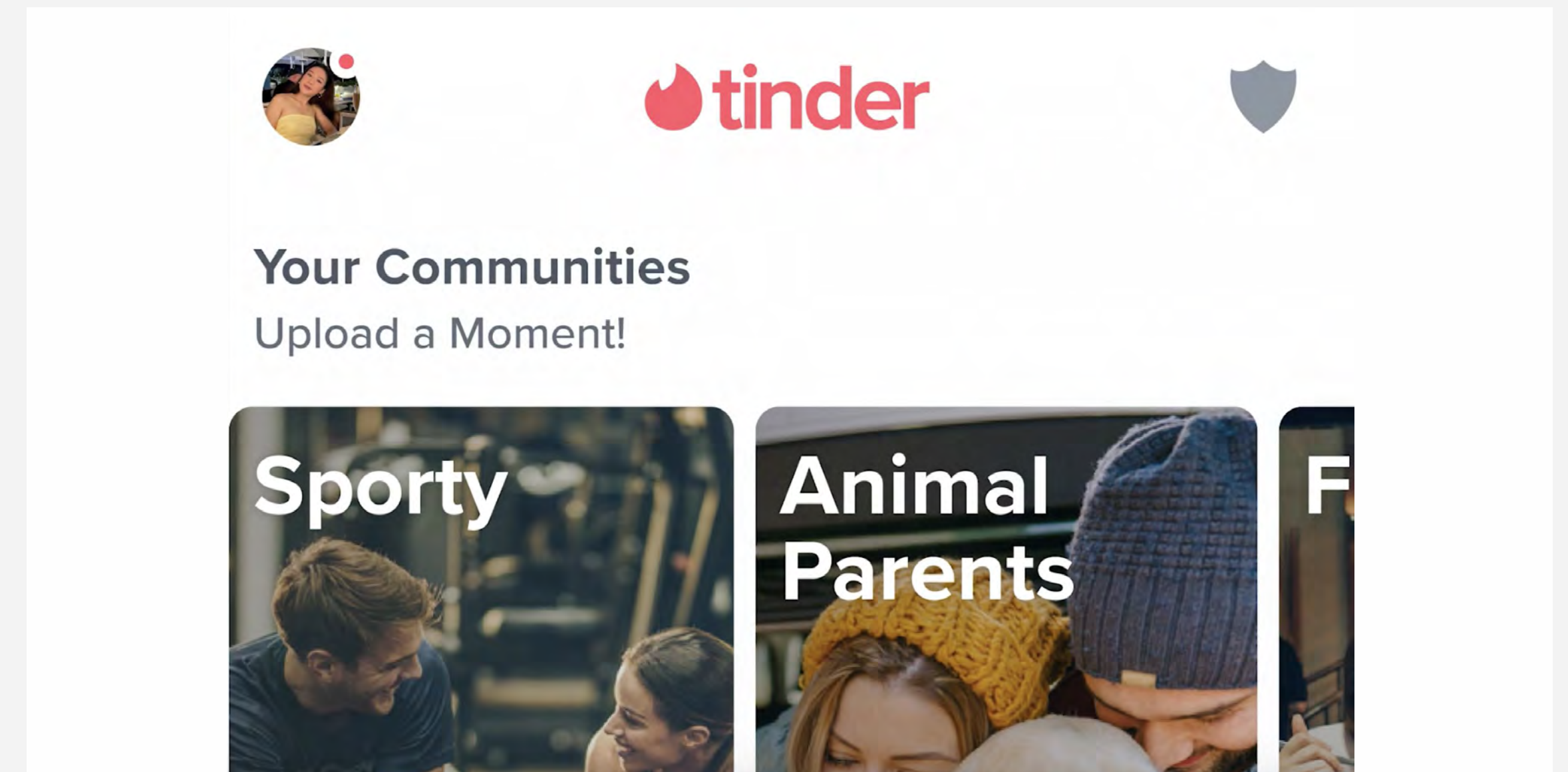
Product Design Intern at Tinder

I was on the Growth and Revenue team responsible for research, prototyping and testing of the Interests feature.



Conducted research, prototyping, user testing and engineering QA for the redesigned interests feature.

UX and Content Design

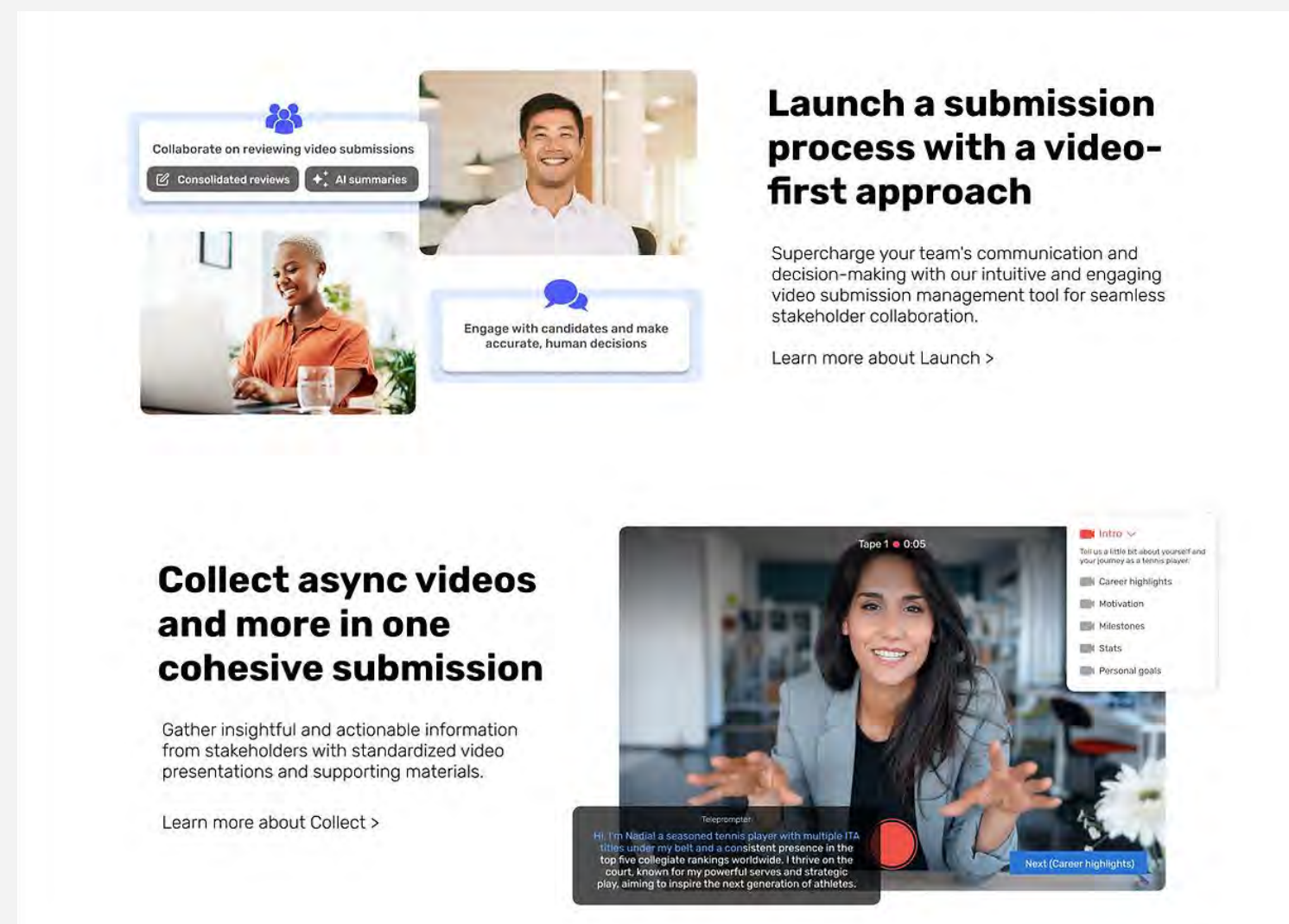


Led the Tinder Moments team in the 2023 Hackathon, pitching stories on Tinder, adding ephemeral content to the explore page.

Product Design and Innovation

Design Associate at Techstars

I was consulting early stage startups on product design strategy and creating compelling product demos.



I worked closely with the founders of B2B software companies to focus on refining their products and position their features within each industry category.



Created branding and style guides for companies struggling to find their visual identity.



Made product demos, animations, and put together pitch decks for the Spring 2024 Demo Day.

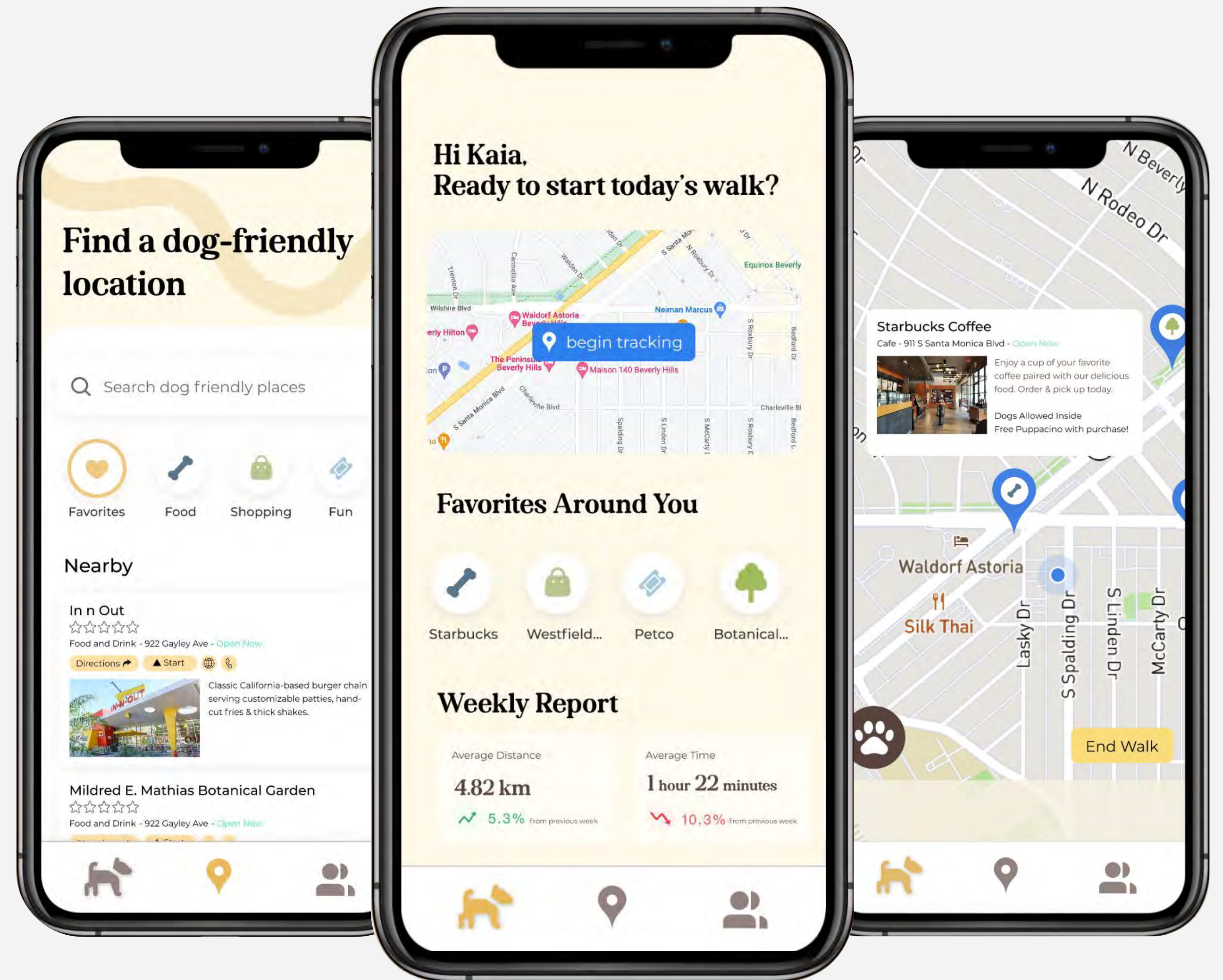
Founder and Design Lead of Walk

I formed a team and built an app for dog parents to manage their routine and find pet friendly activities, centered around sourcing data from Google Maps and Yelp's API.

Awards and Recognition

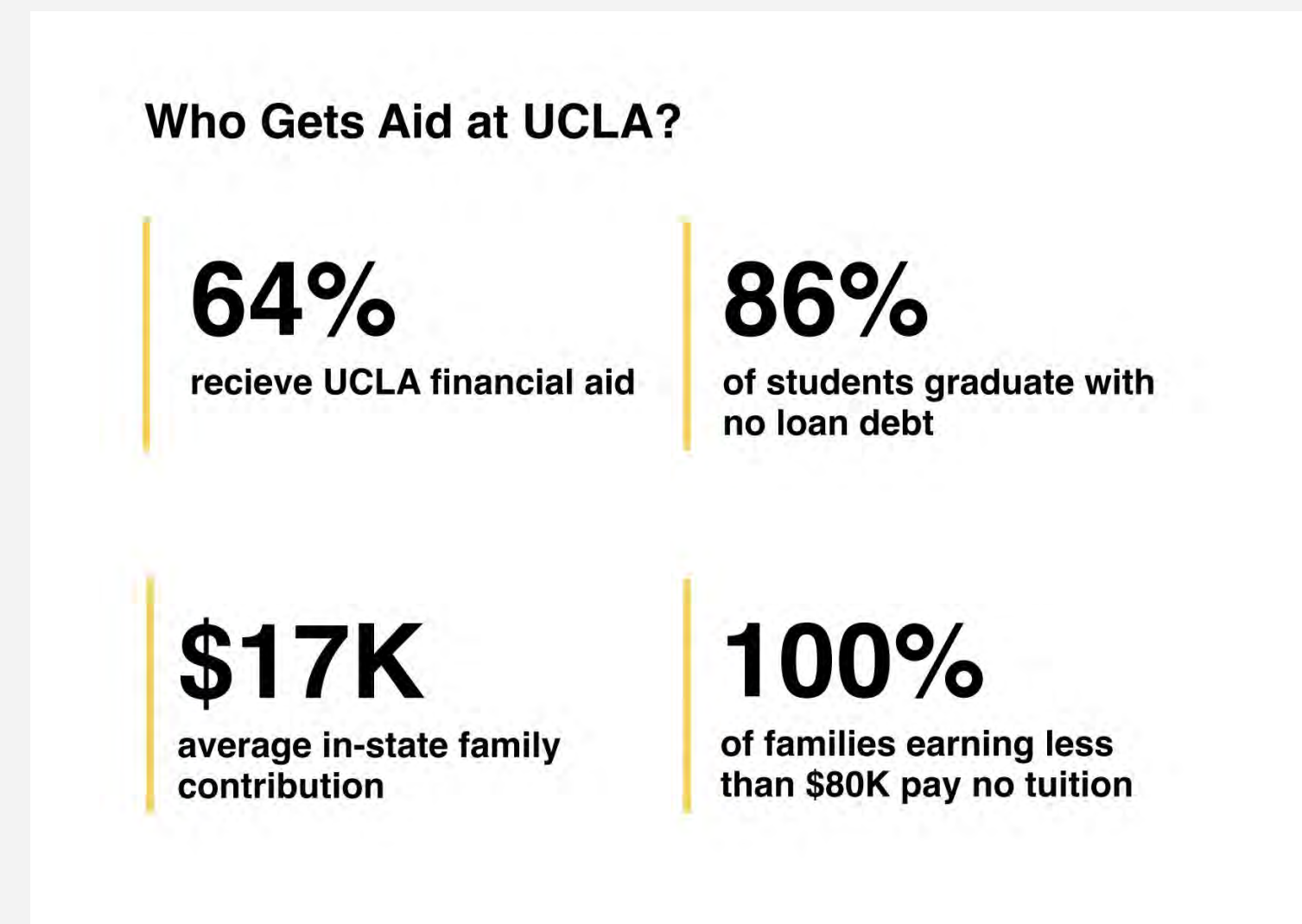
Startup Labs, 2nd Place in the 2022 Demo Day Competition

Creative Labs, Participants in the product development program and gained recognition at the 2021 showcase

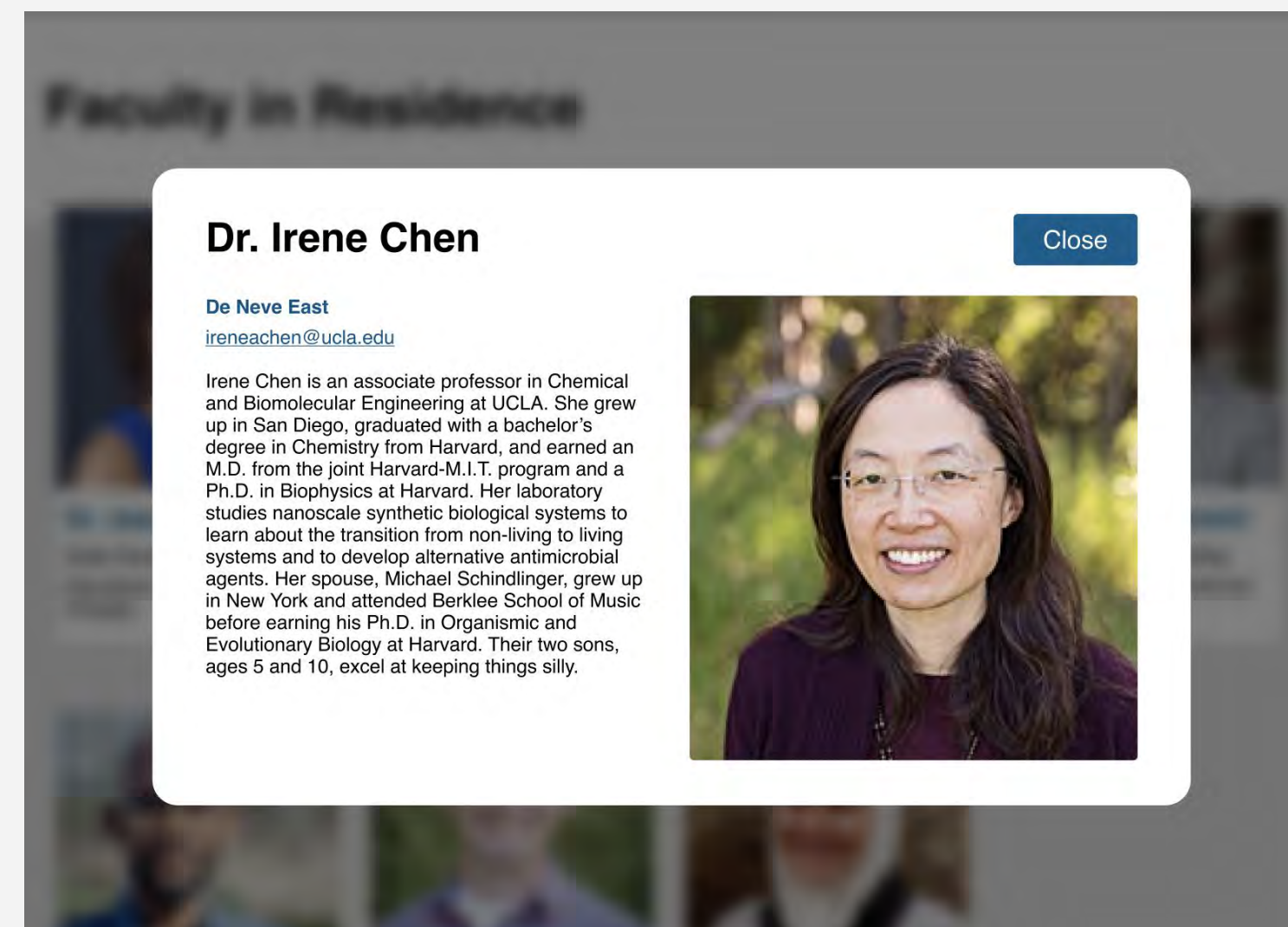


UX Designer at UCLA IT Services

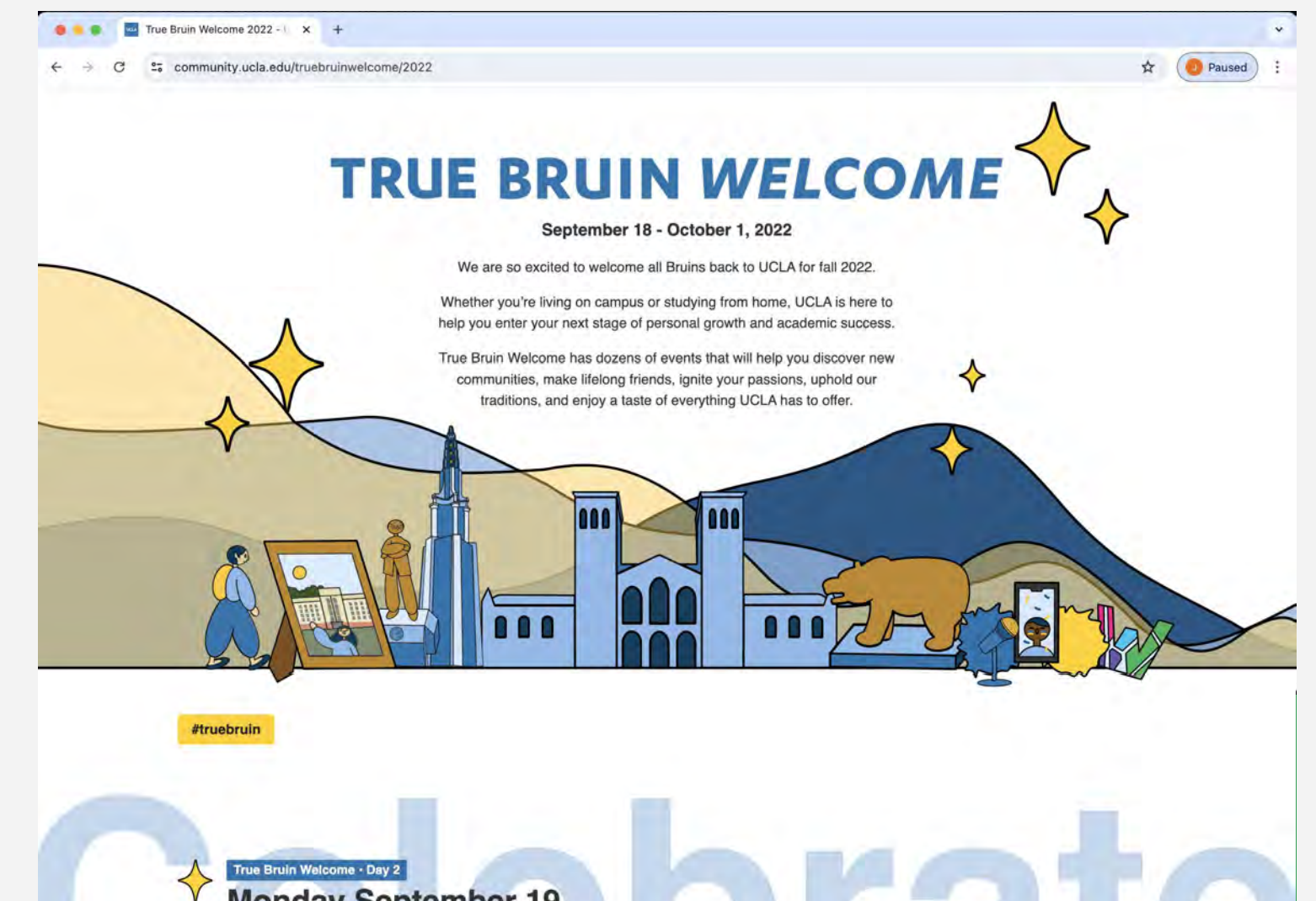
I was supporting the IT Services team with UCLA's design system update and hosting workshops for the 65+ departments to upload content onto their sites.



I redesigned elements like statistics, profiles and headers to accurately reflect our refreshed design system.



Translated designs to HTML/CSS to be easily customized on Drupal when departments need to upload content.



Handled design requests for departments that needed customized elements, graphics or animations.

Supernova Brands

I played a creative and technical role in crafting packaging solutions and translating designs to print-ready formats.



Launched Products:

Sand & Sky

- Australian Glow Berries Moisturizer
- Pink Marshmallow Toner
- Oil Control Face Mask

Coco & Eve

- Face Tanning Micromist
- Hydrating Leave in Conditioner
- Like a Virgin bundle boxes



Other Branding Projects

Sage Hill at UCLA

Visit us | About us | Our team | Our work | Field guide | **Get involved**

Visit Sage Hill

Explore the protected area that is home to the highest diversity of native California plants & animals in West L.A.

- Entrances & Hours
- Accessibility info
- Site map
- Itinerary

Plan your visit

Sage Hill admission is free. Multiple entrances welcome you to the protected area. Bus Stops are on the intersection of Sunset and Bellagio. Paid visitor parking is available nearby at Parking Lot 11.

Entrances & Hours

- Krieger**
Enter from Bellagio Drive, the Krieger Entrance is located at the end of Lot 12. Wheelchair Accessible. Open Daily from 9am - 5pm. [Get Directions](#)
- West Centennial**
Enter from the West side of Centennial Hall, the West Centennial Entrance is located at the end of Lot 15. Wheelchair Accessible. Open Daily from 9am - 5pm. [Get Directions](#)
- Parking Lot 11**
Enter from the end of Parking Lot 11, the entrance is located at the end of the lot. Temporarily Closed. [Get Directions](#)

Navigating Sage Hill

Sage Hill sits on 3.4 acres of native California habitat, connecting students and faculty to nature as a rare expanse of green space in the highly urbanized environment of UCLA.

- Park Boundaries
- Toyon heteromela arbutifolia
- Hairy Vetch

- Hairy Vetch (vicia villosa)
- Ariary
- White Sage (salvia spaldingii)
- Krieger Entrance
- Seating Area & Trash Bin
- West Centennial Entrance

Practical information for visitors

Sage Hill currently does not have restrooms. The closest restroom can be accessed at Spangone Tennis Court, a 5-minute walk from the Parking Lot 11 entrance. [Get Directions](#)

Additional restrooms can be found at Centennial Hall and HICK Suites. Since these are university residential buildings, they may require a reading student to let you in. [Download a map of our closest restrooms](#)

Accessibility at Sage Hill

The paths on Sage Hill are unpaved. Some paths are very steep, and there are no wheelchair ramps currently available. People who have difficulty walking and visitors using a wheelchair may have difficulty navigating some parts of the site. These visitors can still access the site through the entrance at Krieger.

The team at Sage Hill is currently working to make the site as accessible as possible! If you have specific feedback regarding how Sage Hill can accommodate your needs, please fill out our contact form.

Etiquette guide

Sage Hill is an environmental sanctuary and sacred remnant of Indigenous land. We study ask our visitors to treat this space with these principles in mind:

- Respect** - By being thoughtful and considerate of the site, we demonstrate reverence and respect. We aim for zero waste on site.
- Reverence** - We acknowledge that this land is sacred, and we honor the living and existing beings that call it home.
- Openness** - We enter this space with an open mind and heart, allowing ourselves to be taught by the land as an experience.
- Reciprocity** - Embracing our interdependence with small plants, we know this green wonder was made for us.

WHAT IS IN YOUR WATER?

PFAS Central
spreading awareness about per- and polyfluoroalkyl substances

WHAT IS IN YOUR FISH?

PFAS Central
There's 84 mg of PFAS in a salmon fillet. That's 8 mg of cancer-causing compounds in 100g of your fish.

WHAT IS IN YOUR TAKEOUT?

PFAS Central
5 out of 8 takeout containers were heavily polluted with PFAS. Limit your exposure with our tips on how to avoid PFAS.

Let's work together

**A compelling
narrative is the
foundation of every
great product.**

I'd love to be a part of your team's narrative!

joyce-tan.com