JOYCE TAN

Los Angeles, CA

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Experience

Product Design Intern | **Tinder**

June 2023 - September 2023

- Revamped the Interests step of onboarding during a 12-week project with the Growth team, collaborating across UX Research, Analytics, and Engineering. Executed end-to-end processes from research and prototype development to user testing, design handoff, and engineering QA.
- Led a team in the 2023 Hackathon to innovate a feature for Tinder's Explore page, producing prototypes, promotional videos, and delivering a compelling presentation to the executive board at the company-wide event.

Product Design Intern | **Struct Club Inc.**

July 2022 - September 2022

- Collaborated closely with Struct Club's founder and lead developer in a 10-week initiative, revitalizing the app's user onboarding experience via improved sign-up pages and onboarding flows. Conducted a comprehensive audit of the app for usability issues and analyzed user feedback and complaints.
- Revamped Struct Club's subscription packages by overhauling the pricing page and tiers on both the website and app, strategically increasing premium package acquisitions through data-driven insights and user feedback.

Founder and Design Lead | **Walk**

October 2021 - October 2022

- Conceptualized and designed Walk, a social and task tracking app tailored for dog parents, within UCLA Creative Lab's Fall 2021 cohort.
- Led a team of 8 developers and presented Walk's pitch deck to VC's at Startup Lab's Demo Day pitch competition, placing 2nd out of 11 startups.

User Experience Designer | **UCLA Student Affairs IT**

November 2021 - November 2022

- Designed and implemented reusable CSS components and modernized Drupal web content for 65+ UCLA websites.
- Addressed website accessibility concerns based on user feedback within diverse departments. Led informative sessions and weekly office hours, guiding users on uploading accessible content to UCLA websites.

Innovation Design Intern | **Supernova Brands**

June 2021 - September 2021

- Executed comprehensive product design for two flagship Supernova products, the Coco & Eve Antioxidant Face Tanning Micromist and the Sand & Sky Marshmallow Toner, both now the brand's top sellers.
- Collaborated with product managers in crafting visuals for Sand & Sky's holiday advertising campaign and editing digital content.

UI/UX Design Intern | **SCOR SE**

September 2020 - January 2021

- Collaborated closely with engineers to ideate and conceptualize an accessible interface revamp for their health tech product.
- Created brand guidelines and defined future design project requirements to improve internal operation efficiency.

Education

University of California, Los Angeles
BA Design Media Arts, Minor in Digital Humanities,
December 2023 | GPA: 3.8

Parsons School of Design, New York
BFA Design Technology, Minor in Creative Coding,
July 2019 - May 2021 | GPA: 3.84

Skills

Software

Figma

Adobe Creative Suite

(PSD, Ai, Indesign, XD, After Effects)

Drupal

Unity

Blender 3D

Programming Languages

HTML

CSS

Javascript (p5.js)

Hard Skills

User Interface

User Experience

User Research

Prototyping

Creative Code

Illustration

Product Strategy

Product Mockups

Content Management