

BRIAN TSANG

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SR. UX / UI DESIGNER

Design problem, meet solution.

I'm Brian, a UX and UI designer, creative thinker, prototyper, usability tester, and type fiend with a passion for creating meaningful digital experiences.

I design compelling products and experiences that are customer-driven and data-informed.

If you're looking for someone who can take a concept from rough sketch to completion, or own a feature, page, or even more complex project, I'm your guy.

EXPERIENCE

2014 - 2018

FTD

Senior UX / UI Designer

Design Lead for Checkout (store) of e-commerce brands such as FTD, ProFlowers, Shari's Berries, and Personal Creations. Specific duties included usability research, interaction design, rapid prototyping, and visual design.

2010 - 2014

HEWLETT-PACKARD

Senior Visual + Interaction Designer

Visual Design Lead responsible for concept development through execution of new products and services, such as TwoSmiles.com, as well as the 2015 portfolio of H-P consumer printers. Specific duties included research, interaction design, wireframing + prototyping, testing, and visual design.

2004 - 2010

RED DOOR INTERACTIVE

Senior Art Director

Creative lead for top clients such as Rubio's, UCSD, and Cox Communications. Collaborate daily with clients and stakeholders to meet business goals through web site design, SEO, email and social media campaigns. Specific duties included art direction, user interface design, high-fidelity prototyping, and interactive marketing (social media and email).

2002 - 2003

VIVENDI UNIVERSAL

Senior Graphic Designer

Art direction and design of microsites and landing pages for MP3.com and Rollingstone.com. Rapid prototyping of co-branded partnerships for various advertisers.

1999 - 2001

Lot21 Interactive

Senior Art Director

Art direction and design of web sites and interactive advertising campaigns for clients such as Seagate, Palm, Inc., Pets.com, and Bank of America. Specific duties included art direction, user interface design, high-fidelity prototyping, and ad development. Led a team consisting of copywriter, junior designer, and developers that delivered large-scale initiatives which increased awareness and engagement while meeting promotional goals.

SKILLS

Usability Research
Interaction Design
Rapid Prototyping
Visual Design
Product Design
Web Design & Development
Art Direction
Brand Development

TOOLS

Adobe Creative Suite
Axure
InVision
Sketch