

RONNA TSANG

KEYNOTE DESIGNER

ronna.designs@gmail.com
https://ronna.design
206.793.8238

EDUCATION

Parsons School of Design
New York, NY

AAS in Graphic Design
2015–2017
Dean's Scholarship

**University of Toronto,
St. George Campus**
Toronto, ON

Honours BA in Economics,
East Asian Studies
2005–2010

London College of Fashion
London, UK

Fashion Product Design,
Study Abroad Semester
2016

LANGUAGES

Native—English, Mandarin
and Cantonese;
Intermediate—Japanese;
and Beginner—Korean

DESIGN SKILLS

Visual Design, Typography,
Branding, Visual Hierarchy,
Illustrations, Concept
Development, Storytelling,
Data Visualization,
Information Design, Grid
Systems, Iconography,
Design Thinking, UI/UX,
Prototyping, Wireframing,
Responsive Design,
Accessibility Design

TECHNICAL SKILLS

Photoshop, Illustrator,
InDesign, After Effects,
Premiere Pro, Keynote,
Pages, Numbers, Bridge,
Sketch, Figma, InVision,
Miro, Acrobat, Jira, HTML,
CSS

INTERESTS

Art & Design, Ceramics,
Painting, Yoga, Hiking,
Karaoke, Dancing,
Kayaking, Meditation

EXPERIENCE

Apple
Cupertino, CA
2024

Keynote Designer

- Drive communication projects from concept through final production, delivering impactful, motion-driven Keynote presentations and graphics that align with Apple's standards for visual storytelling.
- Shape Keynote narratives by crafting engaging presentations with strong design and animation for in-person and virtual events, trainings, and conferences that inform, inspire, and motivate internal teams, partners and leadership globally.
- Collaborate with cross-functional teams and senior leaders to develop presentations that clearly communicate key business objectives and resonate with diverse audiences.
- Present deliverables in reviews and brief the team on narrative and creative feedback to align with communication strategies and brand guidelines.

Yahoo
US, Remote
2023–2024

Product Designer II

- Researched, designed, and prototyped new user experiences based on product requirements, delivering design mockups, prototypes, and production-ready visual assets.
- Designed and produced Keynote presentations, website UI/graphics, emails, advertisements, event visuals, and illustrations, to support marketing and product teams.
- Collaborated with cross-functional teams, including engineering, product, marketing, and QA teams, to align designs with product goals and ensure seamless implementation.
- Communicated design concepts and strategies through sketches, wireframes, and high-fidelity mockups using Sketch and Figma, facilitating a smooth transition from concept to execution.

Ernst & Young
US, Remote
2022-2023

Art Director - Visual Designer

- Partnered with the Head of Creative to lead the development of visual identity for Climate Change and Sustainability Services (CCaSS), crafting compelling storytelling through consistent branding across Keynote presentations, website UI/graphics, emails, newsletters, event visuals, digital experiences, and print materials for internal and external communications.
- Collaborated with executives and stakeholders to incorporate feedback, ensuring designs met all requirements and communicated the organization's narrative.
- Developed visual guidelines and playbooks to streamline design processes and ensure consistent visual communication across teams.

Morgan Stanley
US, Remote
2022

Presentation Designer

- Developed high-impact pitch decks and visual elements for Investment Banking and M&A teams using PowerPoint, incorporating advanced features such as animations and interactive elements.
- Managed multiple projects, ensuring timely delivery and high-quality output while collaborating with senior executives to integrate feedback and enhance presentation impact.

Discovery, Inc.
New York, NY
2019–2020

Graphic Designer II

- Supported the Brand Design Team in creating Keynote presentations, infographics, advertisements, motion graphics, emails, and event visuals to enhance communication and branding efforts.
- Designed innovative campaigns that met brief requirements and resonated with target audiences, enhancing brand visibility.
- Managed projects from ideation to execution, coordinating with cross-functional teams to ensure timely delivery of high-quality designs.
- Our coverage: Discovery Channel, Food Network, HGTV, TLC, Animal Planet, MotorTrend, Travel Channel, Oprah Winfrey Network, Science Channel and Cooking Channel.

Endeavor
New York, NY
2019

Keynote Designer

- Partnered with the Analytics Team to integrate complex data into Keynote presentations, effectively conveying Endeavor's narratives and aligning with business goals.
- Utilized storytelling and data visualization techniques to present information for diverse audiences.
- Developed impactful Keynote presentations that played a key role in contract negotiations and business deals, showcasing clients' achievements and value across entertainment, sports, music, film and fashion.
- Our coverage: Tom Brady, Sloane Stephens, Oscar Isaac, Ryan Reynolds, Chrissy Teigen, NBA, USTA, Mika and David Beckham.

RVB Digital
New York, NY
2015–2018

Product Designer

- Designed user interfaces, high-fidelity mockups, and prototypes in Photoshop and Sketch, ensuring consistency and user-centric designs across multiple projects.
 - Created print and digital materials, including Keynote presentations, infographics, motions graphics, fundraising advertisements, and event designs.
 - Collaborated with cross-functional teams, including engineering, product, marketing, and QA teams, to simplify complex features into user-friendly designs that aligned with product goals and brand vision.
 - Improved design efficiency by establishing best practices and scalable templates.
 - Our coverage: Avis, Baccarat, Cartier, The North Face, Norwegian Cruise Line and Sengled.
-