

RONNA TSANG

DESIGNER

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WORK EXPERIENCE

YAHOO, INC

San Francisco, CA
2023-2024

PRODUCT DESIGNER II

Supported two key teams: Marketing and Product. Built relationships and collaborated with internal stakeholder leads.
Marketing Team: Collaborated on branding and marketing campaigns, including print and digital materials, advertisements, keynote/google slides presentations, event designs, email campaigns and illustrations.
Product Team: Led website design projects for desktop and mobile platforms, enhancing the user experience and visual design of Yahoo and AOL websites. Ensured seamless navigation and optimal functionality across devices. Collaborated with internal stakeholders (PM, Engineering, etc.) to align with broader Product goals and company objectives, incorporating user interface and user experience enhancements based on feedback and analytics.

ERNST & YOUNG

Seattle, WA
2022-2023

ART DIRECTOR - VISUAL DESIGNER

Partnered with the Head of Creative on branding projects for Climate Change and Sustainability Services (CCaSS), implementing visual identity across various channels. Collaborated closely with stakeholder leads to understand their feedback and requirements, incorporating them into the new visual identity to ensure brand integrity and consistency. Created art direction for branded content, including keynote presentations, social media assets, emails, print and digital materials, and event designs, to support CCaSS mission and initiatives.

MORGAN STANLEY

Seattle, WA
2022

PRESENTATION DESIGNER

Created pitch book presentations and visual elements for the investment banking division, adhering to brand guidelines. Implemented advanced features such as animations and interactivity to enhance powerpoint presentations. Collaborated closely with stakeholders to integrate feedback into designs. Managed multiple projects for prompt delivery and high-quality output. Maintained and created innovative design templates for the M&A team.

DISCOVERY, INC

New York, NY
2019-2020

GRAPHIC DESIGNER II

Supported the Director of Creative Services and Ad Sales Design Team in creating visual designs for Ad Sales and Marketing team. Conceptualized, designed print and digital brand materials, including keynote presentations, infographics, motions, fundraising advertisements, events, sponsored content and e-blasts. Developed innovative design concepts to boost brand visibility and engagement, that resonated with viewers and promoted brand loyalty.
Our coverage: Discovery Channel, Food Network, Cooking Channel, HGTV, TLC, Animal Planet, MotorTrend, Travel Channel, Oprah Winfrey Network and Science Channel.

ENDEAVOR

New York, NY
2019

KEYNOTE DESIGNER

Managed all visual outputs for Endeavor Analytics and its global marketing network, meeting tight deadlines. Collaborated with the analytics team to incorporate their data and insights into keynote presentations aligned with business objectives. Created keynote presentations that were instrumental in negotiations for contracts, endorsements and other business deals, showcasing clients' achievements, marketability, and value across various industries such as entertainment, sports, music, film, and fashion. Incorporated storytelling and data visualization techniques to present complex data in an easily understandable manner for the audience.
Our coverage: Tom Brady, Sloane Stephens, Jason Statham, US Open, Childish Gambino, NBA, USTA, Mika and Oscars.

RVB DIGITAL

New York, NY
2015-2018

VISUAL DESIGNER

Brought clients' narratives and value propositions to life through visual keynote presentations in advertisements, graphic and visual design, motion graphics, and UI designs for web and mobile. Collaborated with designers, developers, product teams, producers, and copywriters to create elevated design solutions in typography, photography, illustration, and iconography across multiple delivery channels. Worked on creating visual concepts and designs that communicated ideas to inspire, inform, and captivate audiences.
Our coverage: Avis, Baccarat, Cartier, The North Face, Norwegian Cruise Line and Sengled.

EDUCATION

PARSONS SCHOOL OF DESIGN

New York, NY
2015-2017

AAS GRAPHIC DESIGN

Dean's Scholarship

UNIVERSITY OF TORONTO

Toronto, ON
2005-2010

HONOURS BA

LONDON COLLEGE OF FASHION

London, UK
2016

FASHION PRODUCT DESIGN

Exchange programme

LANGUAGES

Native: English, Cantonese and Mandarin; **Intermediate:** Japanese; **Beginner:** Korean

INTERESTS

Art and Design, Data Visualization, Photography, Prints, Piano, Silkscreen, Ceramics, Kayaking, Karaoke, Hiking, Yoga, Dancing

SKILLS

Design: Graphic Design, Visual design, UI/UX Design, Website Design, Design Thinking, Human-Centered Design, Storytelling, Data Visualization, Presentation Design, Branding, Illustration
UI/UX: Figma, Sketch, Invision, Principle, Framer, HTML, CSS;
Programs: Photoshop, Illustrator, InDesign, AfterEffects, Premiere, Procreate, Keynote, Google Slides, Microsoft Office
Soft skills: Communication, Adaptability, Problem Solving