

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 presentations, event designs, email campaigns and illustrations. **Product Team:** Led website design projects for desktop and mobile platforms, enhancing UX and visual design for Yahoo and AOL websites. Ensured seamless navigation and optimal functionality across devices. Collaborated with internal stakeholders, including product managers, engineers, and executives, to align with product goals and company objectives. Incorporated feedback and analytics to enhance user interface and experience. Designed high-fidelity mockups, prototypes, and user interfaces using Figma, maintaining brand consistency and improving usability. Translated complex features into clear, visually appealing designs. Contributed to the design system by establishing new patterns and best practices, ensuring consistency and scalability across the product suite.

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 to ensure brand integrity and consistency. Collaborated closely with stakeholder leads to incorporate their feedback and requirements, maintaining brand coherence. Directed the creation of branded content and assets for events, environmental graphics, digital experiences, and print, weaving a cohesive brand narrative across different touchpoints while aligning with business goals.

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 Brand 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

Partnered with the analytics team to integrate complex data and insights into keynote presentations, effectively conveying Endeavor's narratives and aligning with business objectives. Employed storytelling and data visualization techniques to present intricate information clearly and compellingly for diverse audiences. Developed impactful keynote presentations that were instrumental in negotiations for contracts, endorsements, and other business deals, showcasing clients' achievements, marketability, and value across industries such as entertainment, sports, music, film, and fashion. **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 (UI) DESIGNER

Designed high-fidelity mockups, prototypes, and user interfaces using Figma, ensuring consistency with brand identity and enhancing user experience and product usability. Collaborated with product managers, design executives, and engineers to translate complex features and functionalities into clear, visually appealing, and user-friendly designs that align with project scope, goals, and brand vision. Contributed to the design system by establishing new patterns and best practices to ensure consistency and scalability across the product suite. **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, Web Design (Desktop and Mobile), Design Thinking, User-Centered Design, Visual Hierarchy, Information Architecture, Data Visualization, Storytelling, Presentation, Branding, Illustration
UI/UX: Figma, Sketch, Invision, Principle, Framer, HTML, CSS;
Programs: Photoshop, Illustrator, InDesign, AfterEffects, Premiere, Mural, Procreate, Keynote, Google Slides, Microsoft
Soft skills: Communication, Adaptability, Problem Solving