



Celeste Hsin-Hsin Tsai

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Education

- 09 / 2013 – 09 / 2014
Kingston University London
Communication Design: Graphic Design (MA)
- 09 / 2009 – 06 / 2013
Ming-Chuan University
Digital Media Design (BA)
- 09 / 2006 – 06 / 2009
New Taipei Municipal Yingge Vocational High School
Advertising Design

Toolbox

- (Fluently)
English / Mandarin Chinese / Taiwanese
- (Novice)
Japanese
- Photoshop / Illustrator / Indesign / Painter /
Flash / After Effect / Premiere / Audition
- Sketchapp / Figma / Invision / Marvelapp / Abstract /
Axure / Moqups / Balsamiq / Maze / FramerX /
HTML5 / SCSS / Git
- Screen Printing / Letter Press / Book Binding /
Dark Room Techniques
- Design thinking / Design research / Prototyping /
Lean UX / Agile / Scrum / Human-centred Design

Partimes

- Barista @ Merci Cafe
Dispatch Assistance @ Kevin's Commercial Photography
Freelance Graphic Designer since 2010

Experiences

- 07 / 2018 – Present
Associate Art Director @ Tenten (Taipei, Taiwan)
Concepting and executing creative work across multiple platforms, collaborating with team members from all disciplines. Consistently seeks to enhance the level of creativity executed on all projects and works with the Art Director and Project Managers to ensure deliverables meet all standards and requirements.
 - Play the essential role of encouraging design team members to achieve objectives and goals.
 - Maintaining an interest in commerce, digital and creative industries also social and cultural trends.
 - Mentor and oversee junior design team members.
- 07 / 2016 – 06 / 2018
UI/UX Designer, Design Researcher @ Tenten (Taipei, Taiwan)
Operate as a high-versatile Product Designer within the capacities of graphic design, UI/UX, video editing and diverse creative fields. Function as a designer-researcher in the early stage among the team to digest and analysing client industry, composing digital strategies based on reliable records and data. Not only managing the visual aspects for the Marketing Department but also work closely with stakeholders to develop an outcome which striking the balance of objectives and requirements with available resources.
 - Take complicated tasks and processes and make them seem natural and intuitive.
 - Partner with business stakeholders to understand their objectives and requirements.
 - Apply user-centred and data-driven design strategies to projects that range from mobile applications to complex business systems.
 - Map the journey of a user and identify opportunities for design solutions based on findings from user research.
 - Provide intuitive, meaningful, and elegant interpretations of complex concepts based on client information and subject matter experts.
- 05 / 2015 – 02 / 2016
Art Editor @ Hearst Magazine (Taipei, Taiwan)
Act as an advocator for high end brands such as Mercedes-Benz, BMW, execute with graphic layout and art editing magazines. Experienced printing production which includes inspecting colour proofs, . Leading brain storm meetings for proposals.

Volunteering

- 01 / 2019 – Present
**Communication Team Graphic Designer
@ The Hope**
- 09 / 2014 – 02 / 2016
**Amplified Arts Academy Graphic Design Internship
@ Hillsong Church London**