

Parnell Tse

UX/UI | Graphic Designer

parnelltse.com | www.linkedin.com/in/parnelltse | parnell.tse@gmail.com | (778) 919 – 3318

Professional Summary

A passionate UX/UI and Graphic Designer designing through storytelling and user research to create impactful, user-centered design solutions.

Skills

UX / UI Design, Project Management, Mobile and Web Design, Advanced Prototyping, Advertising Design, Brand Identity, Photo Editing, Graphic Design, Digital Marketing, Marketing Analytics, Agile Workflow

Tool Kit

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Figma, Wordpress

Programming

HTML, CSS, Javascript, React, Next.js, Expo

Experience

UX/UI Designer – H.R. MacMillan Space Centre

March 2025 – Present

- Led the end-to-end redesign of the Space Centre's website, applying **user-centered design principles** through user interviews, journey mapping, competitive analysis, and stakeholder workshops.
- **Designed and iterated high-fidelity mockups** using Figma, aligning with brand guidelines and accessibility standards (WCAG).
- Collaborate cross-functionally with marketing, content, and development teams to ensure **design intent was effectively implemented** and met stakeholder expectations.
- Presented design drafts to internal teams for feedback and refinement, ensuring designs aligned with both **business objectives and user experience best practices**.

Designer, Marketer, Developer – Aether

September 2024 – December 2024

- **Researched and identified needs and pain points** through user surveys, developed key personas to drive design and development of the app.
- Conducted competitive analysis comparing other apps with similar features to identify industry standards.
- Collaborated with design, marketing, and development teams to **ensure seamless communication to ensure project goals were met**.
- Developed wireframes, sitemap, user flows, and prototypes to determine MVPs.
- Created storyboards and scripts to **enhance storytelling** for video advertisements.
- Designed brochures, business cards, and tote bags as advertising products.
- Coded user interface and animations using **HTML, CSS, and javascript on expo**.
- Integrated AI while maintaining an intuitive and user-centric design.

- Researched and created content inventory to determine MVPs for the site.
- Created and **developed wireframe prototypes**, refining them through feedback to improve user experience.
- Created comprehensive user personas to inform design choices and maintain a **user-centered design**.
- **Built and customized a responsive WordPress site**, leveraging themes and plugins to achieve an attractive and professional design.

Associate – Mountain Equipment Company (MEC)

September 2021 – January 2023

- Improved and reorganized the backstock for the store.
- Collaborated and effectively communicated with both retail and stock teams to ensure the store is well organized.
- Assisted customers by providing timely and knowledgeable responses to inquiries.
- Fulfilled customer requests by promptly retrieving items from stock.
- Processed payment transactions accurately and efficiently.

Customer Service Representative – Domino's Pizza

May 2019 – November 2019

- Responded to customer phone calls and provided friendly customer service.
- Greeted customers and processed their orders.
- Accurately received and handled payment transactions.

Education

British Columbia Institute of Technology
Diploma of Digital Design and Development

September 2023 – May 2025

Volunteer Experience

Treasurer – SoulJourners Fellowship

September 2019 – September 2020

- Managed and maintained accurate records of the annual fellowship budget.
- Assisted in organizing and facilitating weekly events for members.
- Planned and organized retreats for over fifty members.
- Designed and created social media posts and educational slides on a weekly basis.
- Ensured seamless transition from in-person meetings to online meetings during pandemic.