

Parnell Tse

Product Designer | Marketing Designer

PROFESSIONAL SUMMARY

Marketing-focused Product Designer with a strong graphic design foundation and hands-on experience creating digital and physical marketing assets. Skilled in Figma and Adobe Creative Cloud, with experience supporting website updates, social content, branded materials, and cross-functional teams in technical environments.

EXPERIENCE

UI / UX Design Intern

H.R. MacMillan Space Centre

March 2025 - July 2025

- Contributed to a full **website redesign** by creating **wireframes, high-fidelity UI, and branded visual assets**, improving **clarity, consistency, and accessibility**.
- Designed and maintained a **design system** and **asset library**, enabling faster **content updates** and consistent **brand standards** across web materials.
- Collaborated cross-functionally** with **marketing, content**, and internal stakeholders to translate requirements into **production-ready designs** aligned with **brand** and **business goals**.
- Supported **WCAG-aligned accessibility improvements**, increasing **usability** and **compliance** across **public-facing pages**.

Associate

Mountain Equipment Company

September 2021 - January 2023

- Supported **day-to-day operations** by accurately processing **payment transactions** and assisting customers, contributing to a **positive brand experience**.
- Improved **inventory organization** by reorganizing backstock, reducing time spent locating products during peak hours.
- Collaborated with cross-functional** teams to maintain **visual standards** and ensure sales floors were **customer-ready**.

Treasurer

SoulJourneers Fellowship

September 2019 - September 2020

- Managed **annual budgets** and tracked **expenses** using **Excel**, ensuring accurate **financial records** and reporting.
- Coordinated scheduling and **event logistics** for weekly gatherings, supporting consistent **operations**.
- Created and published **weekly social media content** to promote **events** and updates, increasing **engagement** and **brand awareness**.
- Maintained **member records** and **updated databases** to ensure **data accuracy**.

Customer Service Representative

Domino's Pizza

May 2019 - November 2019

- Delivered **consistent customer service** by managing **in-person and phone orders** while maintaining **accuracy** and **efficiency** during high-volume periods.
- Handled **payment transactions** and **order coordination**, supporting smooth daily operations.
- Contributed to **customer satisfaction** by resolving issues quickly and **communicating** clearly.

PROJECTS

Product Designer (UI / UX)

Aether (AI-powered form filling app for caregivers)

September 2024 - December 2024

- Designed **AI-assisted multi-step form flows**, reducing **completion time by 42%**.
- Created **UI components** and **visual styles** to reduce **cognitive load in workflows**.

- Collaborated with **product and engineering** to translate insights into **production-ready designs**.
- Designed with **accessibility, trust, and clarity** at the core of each interaction.

UI / UX Designer

Budding Writers (Website for a secondhand bookstore café)

January 2024- May 2024

- Developed **branding elements, typography, and colour systems** to support the café's **identity** and **community focused tone**.
- Designed **responsive layouts**, branding elements, and **typography systems**.
- Iterated on designs through **usability feedback** and **reviews**.
- Created **high-fidelity mockups** and a **lightweight style guide** to ensure **visual consistency**.
- Collaborated with **stakeholders** to balance **visual storytelling** with clear **navigation** and **usability**.

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Education

British Columbia Institute of Technology

Diploma of Digital Design and Development - Graduate with Distinction

Core Competencies

Marketing Design

Graphic Design & Layout

Brand Standards & Visual Identity

Marketing Collateral & Sales Materials

Website Content Design

Social Media Content Creation

Visual Storytelling

Cross-Functional Collaboration

Product & Campaign Support

Tools & Technologies

Adobe Creative Suite

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Figma

Other Skills

Website Fundamentals (HTML, CSS, JavaScript)

React & Next.js

CMS & Web Content Best Practices

Responsive Design Principles

Technical-to-Non-Technical Communication

Languages

English (native)

Cantonese (professional)