

§ Skyler Tse

@ Product Designer

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Experience

Salesforce, Inc
New York, NY
10/21 - 4/25

Product Designer • Specialized Tech and Programs (STP) • 10/24 - 4/25

Led end-to-end feature design for *Solutions Workspace*—product with over 24.2k unique users—from ideation to high-fidelity prototypes, delivering user-centric solutions aligned with business goals. Collaborated with developers to assess feasibility, address pain points in QA, and ensure seamless design implementation. Conducted in-depth user research, user testing (moderated / AB), and created personas/journey maps to inform design decisions and improve user experiences. Facilitated workshops and meetings, aligning stakeholders and driving user-centered design strategies.

Experience Designer • GSX Demo Studio • 2/24 - 10/24

Partnered with sales and solution engineers, to deliver high-quality demo experiences that effectively showcased product capabilities, in 20+ industries. Built extensive Figma component libraries, like the *IDBL (Industry Demo Brand Library)*, optimizing workflows and accessibility for cross-functional teams. Year-to-date, IDBL has over 42.5k components implemented across 60 teams worldwide, including Service, Sales, Data Clouds.

Experience Designer • QStudio • 4/23 - 1/24

Designed demo-brand website templates to support *Marketing Cloud* features—like web campaigns, OTE recommendations, interactive email, next best actions in CRM—enabling scalable and consistent user experiences. Hosted design enablements for over 210+ solution engineers by providing live training exercises, resources, and tools to effectively utilize Salesforce Figma templates and libraries.

Industry Experience Designer • Shared Services • 10/21 - 4/23

Built prototypes for cloud products, industry vignettes, and internal initiatives, delivering intuitive and visually engaging interactions. Crafted new branding and identities through research-driven processes while ensuring legal compliance and adherence to industry standards. Collaborated with cross-functional teams to maintain brand consistency across all deliverables for Solution Engineers. Designed visually compelling materials—including UI graphic elements—and optimized team workflows to enhance communication and efficiency.

Experience Designer • 06/20 - 09/20

Redesigned the website to enhance user search experience for events and information. Created a 3D landing graphic using Blender.

Design Associate • 12/19 - 5/20

Designed the ACM 2020 Symposium on Computational Fabrication website and identified effective communication strategies for registrants. Includes branding and identity development.

Product Manager • 1/20 - 5/20

Led 7+ Boston University student UXD innovation teams and external institutions in user centered design practices: user research, user testing, accessibility, and interactive prototyping. Organized and hosted Spark's first UXD Alumni Networking Event. Received Mindreader Creativity Award 2020

Product Designer • Lead • 1/20 - 5/20

Design, strategized, and front-end supported a user-centric UI for an espresso pressure tracking mobile app within fast paced scrum and agile environment.

Design Associate • 9/19 - 12/19

Developed graphics and posters for the *Cambridge Department of Human Service Programs* and CoDesign Collaborative's *Neighborhood Design Project*. Developed visual editorial elements for monthly magazines and produced publications for 200+ members across Boston and Portland branches.

Women in Graphics (WIGRAPH)
Remote, USA

ACM's SCF
Boston, USA

Spark UXD Program
Boston, USA

CoDesign Collaborative
Boston, USA

Skills

Design Tools

Figma / Adobe (XD, AI, PS, AE, PP, ID) / Framer / Glyphs

Development

HTML / CSS / JS / VSCode

Talent Area

Prototyping	Scrum / Agile
Journey Mapping	Pattern Libraries
Interaction Design	Info Architecture
Branding / Identity	Data Visualization
Design Enablement	Data Analysis & Org
User Research / Testing	Project Management
Usability / Accessibility	Design / Dev Handover
Design Sys / Principles	

Languages

Cantonese Chinese (<i>Native</i>)	Mandarin Chinese (<i>Professional</i>)
English (<i>Native</i>)	

Additional

Achievements

Salesforce AI Certification 2024
Trailblazer Ranger 2024
Impact Trailblazer 2024

Education

Harvard University DCE

Design of Computational Media (Sum '24)
Video Editing, Digital Design (Sum '24)

Bachelor of Fine Arts

Boston University, Boston, MA
Graphic Design, UX / UI Concentration