Skyler Tse
@ Product Designer

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Summary

It's Skye! I'm a product designer that builds durable design systems and specializing in complex enterprise platforms with tens of thousands of users. I lead design from initial concept to launch—my approach blends deep user research with systematic execution to meet both user needs and business objectives. A key achievement was creating a global design system adopted by over 60 teams worldwide, which dramatically accelerated product consistency and team velocity. Beyond product features, I also partner closely with sales and solution engineering to design demo experiences that showcase product value across more than 20 industries, ensuring design directly supports growth and adoption.

Experience

Salesforce, Inc • 2021-2024
New York, NY

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.

Women in Graphics (WIGRAPH) • 2020
Remote, USA

Experience Designer • 06/20 - 09/20
- Designed the website with a user-centered approach to improve event and information discovery, refining search interactions, navigation, and information architecture based on user needs.
- The landing experience was complemented with a 3D graphic created in Blender for visual context without compromising usability or performance.

Spark User Experience Design Innovation • 2020
Boston, USA

Product Manager • 1/20 - 5/20
- Led and coordinated 7+ cross-functional Boston University student UXD innovation teams and external institutional partners, applying user-centered design practices—including user research, usability testing, accessibility standards, and interactive prototyping—to translate ambiguous problem spaces into validated product directions.
- Acted as a product owner by aligning stakeholders, setting priorities, and ensuring design decisions supported user needs and project goals.
- Launched Spark's first UXD Alumni Networking Event, defining objectives, coordinating execution, and delivering a scalable community initiative. Recognized with the Mindreader Creativity Award (2020) for leadership, strategic thinking, and impact.

Product Designer • 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.

ACM's Symposium on Computational Fabrication • 2019-2020
Boston, USA

Design Associate • 12/19 - 5/20
- Guided the ACM 2020 Symposium on Computational Fabrication website with a focus on clear communication and ease of registration, defining content hierarchy and interaction patterns to support attendee needs.
- Led branding and identity development, including a logo system that remained in active use on ACM's SCM website from 2020–2025.

CoDesign Collaborative • 2019
Boston, USA

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.

Skills

Design Tools
- Figma
- Adobe (XD, Illustrator, Photoshop, AfterEffects, Premiere Pro, InDesign)
- Framer
- Glyphs

Development
- HTML / CSS / JS / VSCode

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

Languages
- Cantonese Chinese (*Native*)
- English (*Native*)
- Mandarin Chinese (*Professional*)

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
- *Graphic Design, UX / UI Concentration*

Boston University, Boston, MA