

nancy
tsai
.com

experience design

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EDUCATION

ArtCenter College of Design 2016 - 2021

BS product design || with honors

Minor in designmatters - social innovation

Umeå Institute of Design 2019

MFA interaction design, exchange

Caltech Jan - Apr 2017

Design for freedom from disability
collaboration with engineers

Simon Fraser University 2008 - 2012

BBA business admin || first class distinction

BUSINESS EXPERIENCE

Matteo lighting Inc. 2013 - 2015

Accountant || Vancouver, Canada

Manage all financial activities, payroll, file tax

LANGUAGES

English || native

Mandarin || native

Danish || intermediate - European B2

EXPERIENCE

The LEGO Group Jan 2020 - Current

Senior Designer < Designer < Design Intern || Billund, Denmark

- Led UX/UI design for the LEGO® Mario Kart™ app, shaping digital-physical interactions that enhanced play value through the design of building instructions, training videos, and animations
- Drove interactive experiences within the LEGO® SMART Play™ system. including initiating and facilitating cross-disciplinary workshops with LEGO® Star Wars™ and building instructions team to conceptualize product strategy and portfolio lineup
- Developed shared frameworks and tutorial guides to onboard designers unfamiliar with our proprietary software, enabling broader contribution and faster iteration used for LEGO® SMART Play™ programming
- Led multi-stakeholder collaborations across different franchises including LEGO® Friends, City, Ninjago, StarWars, Disney, SuperHeroes, Dreamzzz, Duplo, Technic, Space, Vidiyo, and LEGO® Foundation. Collaborated with Prototyping, model and graphic designers, and engineering teams to create playful, testable experiences that reduced rework and accelerated delivery
- Visualized communication materials for various stakeholders ranging from leadership team to end users
- Developed kid test materials in US, Denmark, Taiwan and Germany

Uncle Tsai, Inc Apr 2024 - Current

Lead Designer || Australia + Denmark

Built a condiments brand from scratch. Led all design across brand identity, packaging, merchandise, visual storytelling, marketing, and social media content

Livsmedicin Medical Consultancy June - Aug 2019

Interaction design || Umeå, Sweden

Sole designer leading user research, UX/UI development, digital prototyping, and visual brand identity for a women's fitness app tailored to the menstrual cycle

Munchkin, Inc. May - Dec 2018

Product design || Los Angeles, USA

- Led ideation, 3D prototyping, user testing, and development of the Color Buddies® bath toy, a playful tablet dispenser designed to create a colorful, sensory bath-time experience
- Product launched in 2019 and remains commercially successful, with 7,000+ customer reviews and a 4.7 average rating on Amazon