

ERICA TSOU

PRODUCT DESIGNER

📍 US/CAN + remote
🌐 ericatsou.com
🌐 linkedin.com/in/ericatsou/
✉ erica.ytsou@gmail.com

I create meaningful design solutions & connect people through experiences.
My background in sciences & client success complements my research-driven, empathetic design approach.

TOOLKIT

Figma	Sketch
Penpot	Principle
Photoshop	Illustrator
InDesign	Zeplin
Jira	Google Analytics
Asana	UserTesting
Miro	Dovetail
Confluence	Mouseflow
Webflow	Framer

SKILLS

Research & Strategy
UX/ UI Design
Design Systems
Interaction Design
Usability Testing
Wireframing
Prototyping
Information Architecture
Agile Framework

EXPERIENCE

Product Designer, Freelance

SEP 2024 - PRESENT | TORONTO, ON (Remote)

- Improve restaurant discovery flow for Blessed Bites via UX audits, heuristic analysis, and user testing – refining halal food search relevance + increase user engagement across platforms
- Establish branding, info architecture, design system to unify UX + streamline cross-func collab

Product Designer, iRhythm Tech

SEP 2022 - SEP 2024 | SAN FRANCISCO, CA (Remote)

- Led internal ticket manager optimization: reducing engineering + manual input, lower resolution times, and increasing patient satisfaction + enabling leaner support operations
- Spearheaded design efforts for sleep wellness product expansion – supporting data visualization, algorithm/ML development input, regulatory testing + FDA 510(k) submission
- Prioritized RCM + insurance improvements to dashboard: reducing frictions in patient registration + payor flow + lowering insurance verification time + increasing patient payments by 5%
- Designed digital + physical materials (incl. med device packaging + patient guides) – ensuring alignment with US, EU, and Japan regulations to support international expansion
- Audit mobile app + establish design system promoting consistency + scalability + accessibility + collab

Product Designer, CityHealth

APR 2021 - SEP 2022 | SAN FRANCISCO, CA (Remote)

- Led design direction of health-tech company, strategically prioritizing business & user objectives
- Redesigned website + increased patient engagement by 30%, rectified heuristic + accessibility issues
- Researched + implemented virtual COVID-19 test service, generating \$3.9M+ revenue in 6 months
- Identified gaps in serviceability and drove creation of patient dashboard + telemedicine flow
- Optimized design-dev process by streamlining design handoff + establishing component library

User Experience Designer, Freelance

SEP 2020 - JUN 2021 | TORONTO, ON

- Redesigned De Danu online e-commerce site through UX heuristic and data analytics to improve company branding, site navigation, and payment flow
- Redeveloped website to improve branding, customer conversion & product recommendation

Account Manager, Epicater

JUN 2018 - MAR 2020 | TORONTO, ON

- Led design + launch of client-facing newsletter, driving 140% increase in engagement with new menus
- Conducted user research + testing to ensure website redesign was intuitive & user-focused
- Generated \$90K+ of MRR by cultivating sustainable relationships with client accounts

EDUCATION

Brainstation

User Experience Design Diploma

University of Toronto - St George

Honors Bachelor of Science

PROJECTS

Revenue Cycle Insurance Validation, iRhythm Tech

OCT 2023 - JAN 2024 | MEDICAL PROVIDER DASHBOARD

Reduce frictions in provider - patient - insurance verification experience, increasing payments

Medical Wellness Report, iRhythm Tech

MAR 2023 - FEB 2024 | MEDICAL MEDICAL REPORT

Design wellness addition to FDA-regulated report, turning complex data into clear health insights