

# Parnell Tse

UX/UI | Graphic Designer | Marketer



A dynamic digital designer focused on creative development, visual storytelling, and leveraging design and research to craft innovative solutions to complex challenges.

## Contact

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## Portfolio

parnelltse.com

## Education

Digital Design and Development  
Diploma  
British Columbia Institute of Technology  
September 2023 – June 2025

## Skills

Project Management  
Advertising Design  
Brand Identity  
Photo Editing  
Graphic Design  
Editorial Design  
Mobile and Web Design  
UX / UI Design  
Advanced Prototyping  
Digital Marketing  
Marketing Analytics  
Agile Workflow

## Software

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Figma  
Wordpress

## Programming

HTML  
CSS  
Javascript  
React  
Next.js  
Expo

## Projects

### Designer, Marketer, Developer | Aether

September 2024 – December 2024

- Researched and identified needs and pain points through user surveys, developed key personas to drive design and development of the app
- Conducted competitive analysis comparing other apps with similar features to identify industry standards
- Collaborated with design, marketing, and development teams to ensure seamless communication to ensure project goals were met
- Developed wireframes, sitemap, user flows, and prototypes to determine MVPs
- Created storyboards and scripts to enhance storytelling for video advertisements
- Coded user interface and animations using HTML, CSS, and javascript on expo
- Integrated AI while maintaining an intuitive and user-centric design

### UX/UI Designer | Budding Writers

January 2024 – May 2024

- Researched and created content inventory to determine MVPs for the site
- Created and developed wireframe prototypes, refining them through feedback to improve user experience
- Created comprehensive user personas to inform design choices and maintain a user-centered design
- Built and customized a responsive WordPress site, leveraging themes and plugins to achieve an attractive and professional design

## Work Experience

### Associate | Mountain Equipment Company (MEC)

September 2021 – January 2023

- Improved and reorganized backstock
- Collaborated and effectively communicated with both retail and stock teams to ensure the store is well organized
- Assisted customers by providing timely and knowledgeable response to inquiries
- Fulfilled customer requests by promptly retrieving items from stock
- Processed payment transactions accurately and efficiently

### Customer Service Representative | Domino's Pizza

May 2019 – November 2019

- Responded to customer phone calls and provided friendly customer service
- Greeted customers and processed their orders
- Accurately received and handled payment transactions

## Personal Skills

Leadership  
Adaptability  
Communication  
Empathy  
Flexibility  
Open-Mindedness  
Dependability

## Volunteer Experience

### **Treasurer | SoulJourners Fellowship**

September 2019 – September 2020

- Managed and maintained accurate records of the annual fellowship budget
- Assisted in organizing and facilitating weekly events for members
- Planned and organized retreats for over fifty members
- Ensured seamless transition from in-person meetings to online meetings during pandemic