

# Jeannie Tse

Toronto-based Product Designer with 4 years of experience across B2B, B2C, and SaaS products. Specializing in animation-infused UI/UX and interaction design, I blend visual storytelling with user-centered design to craft impactful, engaging digital experiences that drive business goals.

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## WORK EXPERIENCES

### Product Designer, Juicysuite

Jul 2024 - Jan 2025 | Hong Kong

- Led the redesign of a white-label loyalty app, contributing to two client brands such as **Sanrio achieving top 10 rankings in the App Store**.
- Architected and maintained a robust, scalable design system, resulting in a **20% reduction in time cost** for new feature development, validated through timeline analysis.
- Optimized a B2C loyalty product onboarding flow, directly impacting **160k+ users**, contributing to a **66% reduction in customer support tickets**.
- Conducted user research and synthesized findings into **10+ actionable UX/UI recommendations and business opportunities**, driving strategic product decisions.

### UX/UI Designer, Juicysuite

Apr 2021 - Jun 2024 | Hong Kong

- Designed a B2B SaaS platform, now **utilized by 140+ merchants**, enhancing user experience and platform adoption.
- Redesigned a **Customer Data Platform (CDP)**, simplifying complex user segmentation and transactional workflows for leading brands like Pizza Express and Pepper Lunch.
- Delivered UX/UI solutions for leading brands, including **Dior, Muji, and BMW**, ensuring brand alignment and enhancing user satisfaction.

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## CERTIFICATIONS

- Designing meaningful experiences through an animation system | Awwwards (2025)
- Google UX Design Professional Certificate | Coursera (2024)

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## EDUCATION

Bachelor of Arts in Creative Media | City University of Hong Kong (2016 - 2020)