

# RONNA TSANG

## DESIGNER

[ronna.designs@gmail.com](mailto:ronna.designs@gmail.com)

<https://www.ronna.design>

<https://www.linkedin.com/in/ronnatsang>

## WORK EXPERIENCE

### YAHOO, INC

San Francisco, CA  
2023-2024

### PRODUCT DESIGNER II

- Supported Marketing and Product teams in branding and marketing campaigns, including print, digital materials, advertisements, keynote presentations, event designs, email campaigns, and illustrations.
- Led website design projects for desktop and mobile platforms, enhancing UX and visual design for Yahoo and AOL websites. Ensured seamless navigation and optimal functionality across devices.
- Collaborated with internal stakeholders, including product managers, engineers, and executives, to align with product goals and company objectives.
- Designed high-fidelity mockups, prototypes, and user interfaces using Figma, maintaining brand consistency and improving usability.
- Contributed to the design system by establishing new patterns and best practices, ensuring consistency and scalability across the product suite.

### ERNST & YOUNG

Seattle, WA  
2022-2023

### ART DIRECTOR - VISUAL DESIGNER

- Partnered with the Head of Creative on branding projects for Climate Change and Sustainability Services (CCaSS), implementing visual identity across various channels to ensure brand integrity and consistency.
- Directed the creation of branded materials for events, environmental graphics, digital experiences, and print.
- Collaborated closely with stakeholder to incorporate their feedback and requirements, maintaining brand coherence.

### MORGAN STANLEY

Seattle, WA  
2022

### PRESENTATION DESIGNER

- Developed pitch book presentations and visual elements for investment banking, maintaining brand consistency.
- Implemented advanced features such as animations and interactivity to enhance powerpoint presentations.
- Collaborated closely with stakeholders to integrate feedback into designs. Managed multiple projects for prompt delivery and high-quality output. Maintained and created innovative design templates for the M&A team.

### DISCOVERY, INC

New York, NY  
2019-2020

### GRAPHIC DESIGNER II

- Supported the Creative Director and Brand Design Team in creating visual designs for Ad Sales and Marketing team.
- Conceptualized, designed print and digital brand materials, including keynote presentations, infographics, motions, fundraising advertisements, events, sponsored content and e-blasts. Developed innovative design concepts to boost brand visibility and engagement, that resonated with viewers and promoted brand loyalty.
- Our coverage:** Discovery Channel, Food Network, Cooking Channel, HGTV, TLC, Animal Planet, MotorTrend, Travel Channel, Oprah Winfrey Network and Science Channel.

### ENDEAVOR

New York, NY  
2019

### KEYNOTE DESIGNER

- Partnered with the analytics team to integrate complex data and insights into keynote presentations, effectively conveying Endeavor's narratives and aligning with business objectives.
- Employed storytelling and data visualization techniques to present intricate information clearly and compellingly for diverse audiences. Developed impactful keynote presentations that were instrumental in negotiations for contracts, endorsements, and other business deals, showcasing clients' achievements, marketability, and value across industries such as entertainment, sports, music, film, and fashion.
- Our coverage:** Tom Brady, Sloane Stephens, Jason Statham, US Open, Childish Gambino, NBA, USTA, and the Oscars.

### RVB DIGITAL

New York, NY  
2015-2018

### VISUAL (UI) DESIGNER

- Designed high-fidelity mockups, prototypes, and user interfaces using Figma, ensuring consistency with brand identity and enhancing user experience and product usability.
- Worked with product managers, design executives, and engineers to simplify complex features into clear, visually appealing, and user-friendly designs that align with project goals and brand vision.
- Contributed to the design system by establishing new patterns and best practices to ensure consistency and scalability across the product suite.
- Our coverage:** Avis, Baccarat, Cartier, The North Face, Norwegian Cruise Line and Sengled.

## EDUCATION

### PARSONS SCHOOL OF DESIGN

New York, NY

### AAS GRAPHIC DESIGN

Dean's Scholarship

### UNIVERSITY OF TORONTO

Toronto, ON

### HONOURS BA

### LONDON COLLEGE OF FASHION

London, UK

### FASHION PRODUCT DESIGN

Exchange programme

## LANGUAGES

**Native:** English, Cantonese and Mandarin; **Intermediate:** Japanese

## INTERESTS

Art and Design, Data Visualization, Photography, Prints, Piano, Silkscreen, Ceramics, Kayaking, Karaoke, Hiking, Yoga, Dancing

## SKILLS

**Design:** Graphic Design, Visual design, UI/UX Design, Web Design (Desktop and Mobile), Design Thinking, User-Centered Design, Visual Hierarchy, Information Architecture, Data Visualization, Storytelling, Presentation, Branding, Illustration

**Tools:** Figma, Sketch, Invision, Principle, Framer, HTML, CSS, Photoshop, Illustrator, InDesign, AfterEffects, Premiere, Mural, Procreate, Keynote, Google Slides, Microsoft

**Soft skills:** Communication, Collaboration, Adaptability, Problem Solving