Sammi Tsai

Product Designer

New York, NY

Technical Skills

Style Guides · Prototyping · Design Guidelines · Design Systems · User Interaction · UX Research · Communication · Mobile Design · User Journeys · Research Skills · Design · Software as a Service (SaaS)· User Research · Figma (Software) · Visualization · Typography · Iconography · Data Visualization · Creative Problem Solving · Interfaces · Visual Design · Usability Testing · Usability · Wireframing · User-centered Design · User Flows · Mockups · Product Design · Information Architecture · Human Computer Interaction · Experience Design · Sketch (Software) · Adobe XD (Software) · Adobe Photoshop (Software) · Adobe Illustrator (Software)

Professional Experience

Product Designer | Aither | Feb 2025 — Present
Product Design Agency
- Lead end-to-end product design for 10+ AI and social startups. Collaborated with founders, creative directors, designers, and engineers to define UX direction, streamline delivery, and establish scalable design systems.

- **Selected client work includes:**
  - The Friend's Club (TFC) | AI Wedding Marketplace
    - Led product ideation and defined the MVP for an AI-powered wedding marketplace connecting 1K+ couples with 1,500+ vendors, contributing to a $3M investment round.
    - Designed conversational AI flows and core user journeys, aligning product vision through cross-functional workshops and synthesizing insights into a Product Requirement Board (PRB).
  - Sumani | Save-to-Action Platform
    - Conducted problem discovery and UX research through 5+ user interviews and 50+ surveys response to define core product goals and pain points. Translated insights into actionable product requirements and information architecture for MVP definition and prioritization.
  - Housewarming | Reimagining an AI creative tool into a social platform
    - Spearheaded the UI & UX revamp and information architecture reorganization as the product pivoted from an AI creative app to

a social experience platform.
- Directed UI redesign efforts across onboarding, camera, and widget features, refining visual hierarchy, font consistency, and brand alignment for the new launch version.
(successfully shipping the new launch)

Product Designer | Blinkle | Aug 2023 –
AI-powered Job Search Web Application

- Developed the UI/UX design for the core features such as resume creation and job matching, delivering an end-to-end digital experience from 0 to 1.
- Leveraged data-driven insights from rigorous user testing with 15+ job seekers to iterate designs and improve user satisfaction by 42%.
- Established a unified design system, including UI components and style guides, to maintain consistency and accessibility across platforms and ensure alignment with brand tone and product objectives.
- Collaborated with cross-functional teams (product, data and engineering) to ensure design alignment with business goals and technical capabilities.