

Pei-Shan.Tsai (Karen)

UI / UX Designer



[Email](#)



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Summary

UI/UX Designer specialising in end-to-end product design, design systems, and developer handoff across gaming, healthcare, and e-commerce. Currently owning the full design function at Golden Matrix Group — independently managing 3 platforms serving 10,000+ users with a 100+ component Figma design system. Founder of Sydney Designer Group, a community of 150+ designers across Sydney.

Professional Experiences

UI / UX Designer

Golden Matrix Group Inc. (*Full time*)

Dec 2024 - Present

Golden Matrix Group Inc. is a gaming technology company that develops online gaming IP and scalable white-label social gaming platforms.

- Independently redesigned 3 platforms including two complex membership-based trade promotion systems and one B2B marketing website, building a scalable Figma design system with 100+ reusable components and standardised handoff documentation for a team of 10+ developers, contributing to measurable sales growth and improved project delivery.

UI / UX Designer

Pro-medicine (*Freelance*)

Jun - Nov 2025

Promedicine is a Brisbane-based medical clinic developing a telehealth platform that enables patients to consult GPs remotely via video call, improving access to healthcare for those unable to visit in person.

- Led end-to-end UI/UX design for a telehealth platform, conducting stakeholder interviews with 3-5 hospital admin staff to define product requirements and delivering 30+ screens including user flows, wireframes and a full UI prototype handed off to 2 developers currently in build.

UI / UX Designer

Whitetower (*Internship*)

Dec 2024 - Mar 2025

Whitetower is a company specialising in technical strategy, web development, design, and digital marketing.

- Collaborated with senior designers at a digital design agency across 5+ client projects, creating wireframes, prototypes and UI designs in Adobe XD while building reusable component libraries of 20+ components to ensure consistent implementation across WordPress and Shopify.

UI / UX Designer

Neon Road Events (*Internship*)

Aug 2023 - Nov 2023

Neon Road Events is an event planning and management company.

- Designed and built the full Neon Road Events website during an internship, wire-framing and implementing an end-to-end ticket purchasing flow for 3 live events directly in Wix, reducing manual booking enquiries and contributing to increased ticket sales.

Volunteer & Community

Founder & Lead Organiser

Sydney Designer Group

Jun 2025 – Present

A Sydney-based Taiwanese design community hosting meetups, outdoor events and online sessions focused on career development, knowledge sharing and encouraging a healthier work-life balance.

- Founded and grew a Sydney-based design community to 150+ members, hosting 15+ in-person meetups and 5+ online sessions covering Figma, AI tools and industry trends, fostering professional growth and knowledge sharing among designers across the city.

UI / UX Designer (Volunteer)

Australia Career Forum Incorporated

Nov 2023 – 2025

A Taiwanese community hosting events offering career advice and networking opportunities.

- Collaborated with fellow designers to deliver the organisation's website UI — designing reusable Figma components and an interactive prototype, then coordinating a structured developer handoff to ensure the design was implemented accurately and on time.

Education

University of Technology Sydney | Master Degree in Interaction Design / 2023

Shu - Te University Taiwan | Bachelor's Degree in Fashion Design / 2013

Awards & Presentations

Best Prototype Runner-Up | UTS Tech Festival, Prototype & Robotics Showcase, 2022

Presented interaction design and game design work at South by Southwest (SXSW) Sydney, Powerhouse Late x Gaming and UTS Tech Festival (2022–2023).

Skills

UI / UX Design | UX Research | Website Design | Wireframing | Prototyping

Usability Testing | Journey Mapping | Branding | 3D Modelling

Tools

Figma | Framer | Claude | Google stitch | Adobe CC | Webflow / Wix

Procreate | Blender | Microsoft Suite | Trello / Monday.com | Notion | Unity

Miro | Slack

Referees

Available upon request

