

● Christina Hsu

User experience designer keen on solving complex challenges with intuitive solutions. Experienced in crafting interfaces and journeys that satisfy business and user requirements.

christinahsu.com

christinahsudesign@gmail.com

linkedin.com/in/christinahsudesign

Experience

Intermediate UX/UI Designer
TTT Studios

Mar 2021 to Present

MUXI

an in-house product leveraging AI to streamline the research process.

- Designed an AI assisted tool in collaboration with Engineering to reduce 2-3 days of research down to minutes.
- Brainstormed and implemented visual strategies to seamlessly integrate AI assistance into the user interface.
- Led user testing sessions to evaluate core features, gathering feedback to enhance functionality and user satisfaction.
- Conducted user interviews in collaboration with the Marketing team to identify and validate additional roles and features that could enhance the product, expanding its potential user base.
- Collaborated in daily scrums with Engineering and QA teams to align design objectives with development goals and ensure smooth project progression.

PureCount

an inventory counting system designed to reduce manual friction.

- Designed a voice recognition mobile app that enhances inventory management efficiency.
- Conducted user research through surveys and competitive analysis, identifying user frustrations with manual processes and high error rates.
- Enhanced analytical skills by working with complex numerical data and logic flows, addressing multiple scenarios in inventory management.

Paladin BlueSky

provides tailored security and risk management consulting, aiming to enhance security and mitigate risks in a complex environment.

- Enhanced overall efficiency by successfully optimizing the post creation process, resulting in a reduced time on task from an average of 6 to 2 minutes, ensuring critical information reaches clients faster for quicker decision-making.
- Conducted heuristic evaluations of existing applications to identify areas for improvement.
- Performed user research to understand and streamline the process of creating and publishing posts.

Education

Emily Carr University of Art + Design
B. DES, Communication Design

Certificates

Nielsen Norman Group
UX Certificate • #1053155

Product Strategy for Designers
Maven

UX Design Fundamentals for XR
Circuit Stream

Skills

- Strong understanding of UX principles and practices
- Familiarity with Agile methodology and industry standard tools (Figma, Miro)
- Experienced in user research and testing
- Strong communication and interpersonal skills
- Knowledge of HTML and CSS

A Major Medical Association (NDA)

a comprehensive platform with e-commerce functionality that enables admins to verify information, allows physicians to send and lets licensing boards purchase physician credentials.

- Designed and mapped a system that seamlessly integrated frontstage and backstage experiences.
- Collaborated closely with the product owner to understand the entire workflow and ensure alignment with business objectives and user needs.
- Ensured consistency and usability across customized views and functionalities through iterative design processes and constant feedback.

Graphic and Web Designer

Sept 2018 to Mar 2021

Daniel Choi Design

- Designed and executed wireframes and high-fidelity mockups for clients in various industries including real estate, education and eCommerce.
- Acquired skills in creating detailed design specifications for developers, facilitating effective communication and collaboration throughout the design and development process.
- Engaged with clients to understand their goals and needs, delivering tailored design solutions that effectively addressed their requirements and enhanced user experience.
- Executed technical setup for each project including site hosting, Google Analytics and generating API keys.