

Christina Hsu

User experience designer with 4+ years of experience solving complex challenges with intuitive solutions for B2B and B2C products in industries such as insurance, healthcare and security and risk management.

Portfolio Link

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Experience

Intermediate UX/UI Designer

TTT Studios

Mar 2021 to Present

MUXI

an in-house product leveraging AI to streamline research.

- Reduced research time from 2-3 days to minutes by designing an AI-assisted tool, improving efficiency for researchers.
- Successfully integrated AI assistance into a user-friendly interface through strategic visual design, enhancing user adoption.
- Led user testing sessions to evaluate core features, gathering feedback to enhance functionality and user satisfaction.
- Identified and validated new product features and roles through collaborative user interviews, expanding the potential user base.
- Collaborated in daily scrums with Engineering and QA teams to align design objectives with development goals and ensure smooth project progression.

Paladin BlueSky

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

- Simplified complex workflows by reducing post-creation time by 67% which ensures delivery of critical information.
- Enhanced usability of existing applications through heuristic evaluations by identifying key areas for improvement and refinement.
- Performed user research to understand and streamline the process of creating and publishing posts.

PureCount

an inventory counting system designed to reduce manual friction.

- Boosted inventory management efficiency by designing a voice recognition mobile app that reduces manual errors and saves time.
- Conducted user research through surveys and competitive analysis to identify user frustrations with manual processes and high error rates.
- Enhanced analytical skills by working with complex numerical data and logic flows, addressing multiple scenarios.

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 licensing boards to purchase physician credentials.

- Delivered a seamless experience by designing a comprehensive system that unified frontstage and backstage workflows.
- Collaborated closely with the product owner to understand their 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 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.
- Improved client satisfaction by understanding goals and delivering designs that enhanced usability and achieved objectives.
- Executed technical setup for each project including site hosting, Google Analytics and generating API keys.