

Olivia (Ya-Han) Hsu

Product Designer

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Work Experience

UX & Visual Designer

Oct 2019 – Present

Keeper Security, Inc., Chicago, IL, U.S.

- Collaborating with Product Managers and engineering team to understand the goals and objectives of the user, define features, contribute to the overall direction of the product and to ensure a high-quality implementation and user experience.
- Build user journeys and personas to be used when ideating on new features and app experiences
- Contribute and evolve design system and brand guidelines to ensure consistency across our products
- Design responsive layouts for desktop, tablet and mobile of websites and digital media

Content Production Artist

Aug 2019 – Sep 2019

Apple Inc. via Hogarth Worldwide, Cupertino, CA, U.S.

- Worked with Apple team to update product imagery and UI for use in multiple assets and deliverables
- Finished products are featured on marketing communications for relevant audiences
- Acted as a brand quality control to ensure brand guidelines and created pixel perfect work

UX/UI Product Designer

Feb 2018 – Jan 2019

iClick Inc., Taipei, Taiwan

- Translated idea and concepts into flows, wireframes, and prototypes that lead to intuitive UX
- Facilitated the product vision by researching, conceiving, sketching, and user-testing
- Collaborated with front-end team members and programming language, CSS, HTML, and Java script

Production Visual Designer

Dec 2016 – Jan 2018

TEXT STUDIO, Taipei, Taiwan

- Demonstrated creative thinking that takes established strategies and translates them into visual display
- Ensured all work is in line with our clients' brand style guide and relevant design guidelines

Visual Merchandising Designer

Feb 2015 – May 2016

SHINY IMAGE, Taipei, Taiwan

- Drew assembly drawing and built 3D models to render the window scene of retail stores
- Designed the layout and then analyzed the required material based on the guideline, then located the appropriate materials in the local stores each quarter in whole Taiwan region for Tory Bruch

Graphic Designer

Oct 2014 – Sep 2016

Better Chinese LLC, Palo Alto, CA, U.S.

- Designed posters and lecturing materials for child education and printed textbooks for teacher's usage

Education

Master of Science, Product Design and Development Management (mpd²)

June 2019

Northwestern University, Evanston, IL, U.S.

MPD² scholarship

Bachelor of Fine Arts, Product Design

June 2014

Tainan University of Technology, Tainan, Taiwan

2014 Young Designers' Exhibition Bronze Award

Skills

Industrial knowledge Design thinking, Product Development, Project Management, Human Factors, Lean Design, Storyboarding, Persona, Wireframing, Lo-fi/ Hi-fi Prototyping, MVP

Research Contextual Inquiry, Interview, Survey, Heuristic evaluation, Affinity Analysis, Usability Testing

Design Tools Adobe Creative Suite (XD, Photoshop, Illustrator), Sketch, InVision, Figma, HTML& CSS