

Jayden Hsiao

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EXPERIENCE

Product Design Intern

Ontario Digital Service Jan 2020 - Apr 2020

- Designed informational sites, data visualization pages, and executive emergency reports to inform **1.25 million users** of COVID-19-related provincial announcements, benefits, and recommended practices
- Created empathy and journey maps to identify pain points for the **5 million annual users** of online identity card renewal platforms
- Conducted **24 guerrilla user tests** to retroactively measure the success of designed interfaces for future weekly sprint iterations
- Led **18 stakeholder interviews** and **60 remote usability tests** with legal professionals to iteratively improve online payment processes
- Facilitated daily check-ins with subject matter experts to implement accessible design systems, present summarized findings to executives, and collaboratively support developer handoff

EXTRACURRICULARS

Lead Designer

Canadian Undergraduate Tech Conference Feb 2020 - Present

- Created design system components and collaborated with developers to establish a cohesive digital presence for a conference that hosted over **500 students** and **25 sponsors**
- Executed promotional campaigns using Illustrator, Photoshop, and Figma which increased **social media profile visits by 145%** and established themes of inclusivity, diversity, and collaboration
- Redesigned the website, sponsorship packages, blog posts, banners, and social media materials to ensure a transparent and smooth pivot of the event to an online format

Lead Organizer

Major League Hacking Local Hack Day Oct 2019

- Designed social media campaign materials to promote the global day-long conference's chapter at my former high school
- Directed **5 workshops** on Python, Twilio, and Amazon Web Services to empower students to pursue careers in technology

Graphic Designer

Health Educators Reaching Other Students Sep 2016 - Aug 2019

- Increased **registrations by 95%** through the creation of recruitment posters and announcements for local secondary schools
- Curated **10 onboarding guides** on how to effectively liaise with media outlets and distributed these resources to provincial health units

SKILLS

- Figma
- Adobe XD, Illustrator, Photoshop, After Effects, Lightroom, and Premiere Pro
- Balsamiq
- React and GatsbyJS
- HTML/CSS, TailwindCSS
- C#, C++

PROJECTS

Echo Compassion

Adobe XD, GatsbyJS Apr 2020 - Present

- Designed and implemented grocery delivery and financial request flows to connect those affected by COVID-19 with **200 churches**
- Collaborated with project managers and backend developers to establish typography, colours, and graphics that promote comfort and safety

Boba Buds (StarterHacks)

Figma, Adobe Illustrator Jan 2020

- Animated the user interfaces and illustrated the assets utilized within the team's winning app that helps boba lovers to discover new drinks and shops to market their brands
- Synthesized research from **184 user surveys** and competitive analysis into KPIs and journey maps

Adobe Creative Jam

Adobe XD Apr 2020

- Crafted a personalized virtual reality dashboard experience with **446 artboards** to inspire international support for coral reef protection

Digital Sabbath

Figma, Miro Apr 2020 - Present

- Analyzed social media impressions, international survey responses, and site analytics to identify and utilize popular methods for encouraging the purposeful use of electronic devices

EDUCATION

Systems Design Engineering

University of Waterloo Sep 2019 - Apr 2024

- Candidate for Bachelors of Applied Science