

# Jayden Hsiao

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## EXPERIENCE

### Product Designer

Ontario Digital Service Jan 2020 - Apr 2020

- Established empathy and journey maps to identify pain points for the 5,000,000 annual users of online ServiceOntario renewal platforms
- Conducted 24 guerrilla user tests to retroactively measure the success of designed interfaces for future weekly sprint iterations
- Organized 18 stakeholder interviews and 15 remote usability tests with legal professionals to iterate upon online payment processes
- Facilitated daily check-ins with subject matter experts to implement accessible design systems and assist with developer handoff

### Student Trustee

Grand Erie District School Board Aug 2018 - Aug 2019

- Interviewed 15 students and staff members and synthesized findings into monthly reports for board trustees using PowerPoint and Excel
- Initiated negotiations with school board executives to recall a decision to move final secondary school examination dates for 25,000 students

## EXTRACURRICULARS

### Lead Designer

Canadian Undergraduate Tech Conference Feb 2020 - Mar 2020

- 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

### Lead Organizer

Major League Hacking Local Hack Day Oct 2019

- Designed social media campaign materials to promote the global day-long conference within my former high school
- Instructed 5 workshops on Python, Twilio, and Amazon Web Services to empower and inspire 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 lessons and manuals for liaising with media outlets and distributed these resources to provincial health units

## SKILLS

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

## PROJECTS

### Boba Buds (StarterHacks)

Figma and Illustrator Jan 2020

- Synthesized research from 184 user surveys and competitive analysis into KPIs and journey maps
- Animated the user interfaces and illustrated the assets utilized within the team's winning pitch

### DailyUI

Figma and Illustrator Jun 2019 - Aug 2019

- Prototyped wireframes, user flows, and animated transitions for 50 user interfaces

### Thinking Playground

Illustrator and Photoshop Jul 2019 - Aug 2019

- Designed logos, visual assets, and mockups of product packaging based on user research, brand direction, and target demographic

## EDUCATION

### Systems Design Engineering

University of Waterloo Sep 2019 - Apr 2024

- Candidate for Bachelors of Applied Science

## ACHIEVEMENTS

#### Piano

- First Class Honours on Royal Conservatory of Music Grade 10 Practical Exam Certification

#### Photography

- Honourable Mention in the 2019 Jostens Canada Photo Contest
- First Place in the 2019 Cross Cuts Festival