Jayden Hsiao

🔗 jaydenh.com   ⬛ jaydenh   ✉ j3hsiao@uwaterloo.ca   in jaydenh

EXPERIENCE

UX/UI Design Intern

TD Bank Innovation Lab   Sep - Dec 2020

- Audited TD Canada app used by **8 million users** and presented redesign of reward redemption experience to executive VPs
- Built Figma design system from scratch based on Human Interface and accessibility guidelines to **improve prototyping speed by 27%**
- Redesigned the homepage and navigation of a financial management app to **increase feature discoverability by 16%**
- Directed **10 multivariate testing sessions** to measure user satisfaction with interactions created in Framer and Protopie

Product Design Intern

Ontario Digital Service   Jan - 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 the pain points of renewing identity cards online for **5 million annual users**
- 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 that attracted **2,100 attendees** and **25 sponsors** from **12 countries**
- Executed promotional campaigns using Illustrator, Photoshop, and Figma which **tripled registrations, increased social media profile visits by 185%**, and established themes of inclusivity and diversity
- Spearheaded and mentored a **team of 5 designers** to define the visual identity of Canada's largest student-organized technology conference through illustration, web design, and motion graphics
- Redesigned the website, sponsorship packages, blog posts, banners, and social media materials to ensure a transparent and successful pivot of the event to an online format

SKILLS

Prototyping: Figma, Sketch, Framer, Adobe XD, Zeplin, Invision, Balsamiq, Protopie

Graphic Design: Illustrator, Photoshop, Lightroom, Premiere Pro, After Effects, Blender

Development: React, Gatsby, Bootstrap, Tailwind CSS, HTML, CSS/SCSS, JavaScript, Git, Google Analytics

PROJECTS

Echo Compassion 🔗

Adobe XD, Gatsby, Tailwind CSS   Apr - Sep 2020

- Designed and implemented grocery delivery and financial request flows to connect **10,200 people** affected by COVID-19 with **280 volunteers**
- Configured Amplitude analytics to inform product decisions, **increasing user adoption by 350%**

Clubhouse (First Place) 🔗

Figma, Google Jamboard   Apr 2020

- Designed a privacy-centric platform that remotely facilitates school clubs
- Conducted scoping of MVP features with Kano model, competitor analysis, and user personas

Boba Buds (Best Pitch) 🔗

Figma, Adobe Illustrator   Jan 2020

- Prototyped the user interfaces and illustrated the assets used in an app that helps boba lovers discover drinks and shops market their brands
- Synthesized research from **184 user surveys** and competitive analysis into KPIs and journey maps

Digital Sabbath 🔗

Figma, Miro, Gatsby   Apr 2020 - Present

- Crafted information architecture and wireframes of website based on **11 card sorting sessions** to encourage the purposeful use of digital devices

EDUCATION

Systems Design Engineering (BASc)

University of Waterloo   Sep 2019 - Apr 2024

- 1B Dean's List (**3rd out of 93** students, 4.0 GPA)
- Courses: Human Factors in Design and Design, Systems & Society