

Victoria Hsu

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Columbus, OH

Skills

- User Experience
- Digital Media Design
- Interaction Design
- Web Design
- Prototyping
- Sale/Customer Service
- Communication
- Marketing
- Road-Mapping
- Canva
- Microsoft Office
- Adobe Photoshop
- Adobe Premiere
- Adobe XD
- Figma

Projects

Paris Banh Mi Promotion Campaign | Adobe Photoshop, Social Media Marketing *Aug 2023 – Dec 2023*

- Carried out numerous market research to discover marketing trends and to identify business needs and wants.
- Maintained and designed sales support materials using **Adobe Photoshop** to ensure all resources are updated.
- Coordinated with the operation team in implementing a **Social Media Promotion** that increased sales by **20%**.

Paris Banh Mi Grand Opening | Social Media Marketing *Jun 2022 – Nov 2022*

- Utilized **Facebook** and **Instagram** to establish the business brand and voice five months before opening.
- Maintained good interactions with customers via the business's social media accounts.
- Utilized a marketing calendar that scheduled posts every week to showcase sneak peaks of the business.
- Analyzed the number of likes and shares on social media posts to understand what the public want to see.

Hope App | Adobe XD, Human-Centered Research *Sept 2022 – Oct 2022*

- Designed an app using **Adobe XD** that provides essential career resources and networking opportunities to help first-generation immigrant start a new career.
- Produced a **Web** experience and a **Mobile** experience based on extensive human research.
- Conducted **User Research** to discover new insights and understand user needs and wants.

Three Bites Bakery Web & App | Adobe XD, Figma, Usability Testing, User Research *Jun 2022 – Sept 2022*

- Developed **Wireframes** and **Digital Prototypes** using **Adobe XD** for various screen sizes that follow the same user flow to ensure user experience stay consistent throughout difference devices.
- Produced a **Responsive Web** and **Mobile** experience based on research and usability testing results.
- Finalized design decisions with clear branding and informational components as the sole designer.

ANCF Fundraising Campaign | Adobe Premiere, Microsoft Teams *Jan 2021 – Mar 2021*

- Filmed, edited, and delivered a promotional video using **Adobe Premiere** for the new building campaign.
- Scheduled shooting times and locations with people involved using **Microsoft Teams** and calendar.

Experience

Manager | Paris Banh Mi Columbus LLC – Dublin, OH *Nov 2022 - Present*

- Design marketing plan and implement promotional strategies that increases sales by 20%.
- Brainstorm new advertising ideas and identify new market trends with the operation.
- Designed, proofread, and edited marketing graphics to ensure consistency in branding.

Creative Communication Director | ANCF – Columbus, OH *Sept 2019 - Jul 2021*

- Oversaw creative projects from start to finish to ensure that all deadlines were met, and the quality of work was up to company standards.
- Designed all communications material to maintain brand voice and integrity across all platforms.
- Led a team of communication, marketing, and design professionals.

Certification & Education

Google UX Design – RISE Program

Principles of Design for Animation – The School of Motion

The Ohio State University – Bachelor of Science in Pharmaceutical Science