

# Victoria Hsu

(440) 318-9223

[Victoria.hsu6@gmail.com](mailto:Victoria.hsu6@gmail.com)

[torihsu.com](http://torihsu.com)

Columbus, OH

## Skills

- User Research
- Wireframing
- HTML
- CSS
- Python
- Customer Engagement
- Digital Marketing
- Social Media Management
- Marketing Strategy
- Mandarin Speaker
- Figma
- Adobe Suites
- Microsoft Office
- Google Analytics
- Canva

## Projects

- Personal Portfolio Website |** Jun 2024 – Present
- Developed and maintained website layout using HTML and CSS, enhancing user experience and engagement.
  - A collection of my work showcasing UX design, graphic/social media design and photography.
  - Collaborated with cross-functional teams to design promotional materials and optimize content for various platforms.
- Paris Banh Mi Promotional Campaign |** Adobe Photoshop, Social Media Marketing Jan 2024 – Jun 2024
- Coordinated and executed integrated marketing campaign across digital and traditional channels, leading to a 35% increase in brand recognition.
  - Engaged with customers to identify trends and preferences, using insights to inform campaign development.
  - Collaborated with cross-functional teams to design promotional materials and optimize content for various platforms.
- Paris Banh Mi Launch |** Social Media Marketing Nov 2022 – Sep 2023
- Supported event planning and coordination for product launches and promotional events.
  - Increased social media following by 12% through monitoring customer feedback and inquiries, enhancing community engagement and brand loyalty.
  - Implemented a marketing calendar in response to real-time data and market trends that led to an 20% improvement in overall launch performance.
- Three Bites Bakery Web & App |** 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 stays consistent throughout difference devices.
  - Produced a Responsive Web and Mobile experience based on research and usability testing results.
  - Delivered design decisions with clear branding and informational components as the sole designer.

## Experiences

- Manager |** Paris Banh Mi LLC – Dublin, OH Nov 2022 - Present
- Crafted high-quality, engaging graphics and social media content across platforms that align with brand objectives.
  - Analyzed social media performance and providing actionable insights to improve customer engagement.
  - Enhanced customer satisfaction ratings and repeat business by 6% through enforcing weekly trainings.
- Creative Communication Director |** ANCF – Columbus, OH Sept 2019 – Jul 2021
- Created visually compelling materials and managed the design process for large-scale projects.
  - Directed a team of 5 in implementing comprehensive communication strategies across various media, including social media, email, and print, to enhance brand visibility and engagement.

## Certifications and Education

- Columbus State University – Microcredential in Python Expected Oct 2024
- Google UX Design – RISE Program
- The Ohio State University – Bachelor of Science in Pharmaceutical Science