

Victoria Hsu

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Columbus, OH

Skills

- User Research
- Wireframing
- HTML
- CSS
- Design Process
- Customer Service
- Communication
- Collaboration
- Marketing Language
- Native Mandarin Speaker
- Figma
- Adobe Suites
- Illustrator
- Squarespace
- Canva

Projects

Paris Banh Mi Promotional 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 marketing materials to ensure all resources are updated using **Adobe Photoshop**.
- 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 Meta** to establish the company brand.
- Maintained good interactions with customers via the company's social media accounts.
- Utilized a marketing calendar to schedule posts periodically.
- Analyzed performance by the number of likes, views etc.

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

- Designed an app using **Adobe XD** and **Figma** 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 | 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.
- Finalized design decisions with clear branding and informational components as the sole designer.

Experiences

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

- Design marketing plan and implement promotional strategies that increase sales by 20%.
- Storyboard new advertising ideas and identify new market trends with the operation team.
- 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 and 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