Victoria Hsu

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Skills

- User Research
- Wireframing
- HTML
- CSS
- Python

- Customer Service
- Communication
- Collaboration
- Marketing Language
- Mandarin Speaker

- Figma
- Adobe Suites
- Microsoft Office
- Squarespace
- Canva

Projects

Paris Banh Mi Promotional Campaign | Adobe Photoshop, Social Media Marketing   Jan 2024 – Jun 2024

- Managed a team of 15 in discovering new industry trends and successfully rebranding the business, resulting in a 35% increase in brand recognition.
- Facilitated discussions with customers to understand their needs and develop tailored strategies.
- Achieved a 20% increase in sales by leading a high-impact advertising campaign.

Paris Banh Mi Launch | Social Media Marketing   Nov 2022 – Sep 2023

- Oversaw the development and management of campaigns, particularly Facebook and Instagram, utilizing tools such as Facebook Ads Manager.
- Increased social media engagement and followers by 12% through targeted content and strategic campaigns
- Implemented a marketing calendar in response to real-time data and market trends that led to an 20% improvement in overall launch performance.

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.
- Spearheaded the design and development of an intuitive web and mobile user experience that is informed by insights from 18 user interviews.

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