

Victoria Hsu

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Columbus, OH

Skills

- User Research
- Wireframing
- HTML
- CSS
- Design Process
- 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 Aug 2023 – Dec 2023

- Carried out numerous market research to discover marketing trends and to identify business needs and wants.
- Conducted high-level 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 Grand Opening | Social Media Marketing Jun 2022 – Nov 2022

- Oversaw the development and management of campaigns, particularly Facebook and Instagram, utilizing tools such as Facebook Ads Manager.
- Achieved a 12% increase in social media engagement and followers through targeted content and strategic campaigns
- Created a marketing calendar to schedule posts periodically.

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

- Expertise in creating and managing social media campaign across various platforms.
- Crafted high-quality, engaging graphics and social media content 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.
- Led a team of 5 in implementing comprehensive communication strategies across various media, including social media, email, and print, to enhance brand visibility and engagement.

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

