



Marielle Hsu

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Creating efficient,
intuitive experiences.

PROJECTS

Mobile & Web Apps

user interviews, card sorting, sketching, root cause identification, scope definition, research, paper prototype, interaction representation, error handling, testing, iteration, clickable prototype.

(Re)Branding

stakeholder interviews, user research, card sorting, partner collaboration and communication, client communication, understanding a project brief, time management, market and competitive research, information architecture, wireframing, accessibility for non-standard users, appropriate use of design triggers.

Design & Develop

HTML, CSS, JavaScript, jquery, version control, security, documentation, code standards, troubleshooting, research, interviews, typography, layout, intuitive flow, grid systems, color palettes, mood boards, personal branding, write/refine/understand design specification documents, establish and maintain consistent messaging.

Process Optimization

communication, scope creep, setting expectations, user research and interviews, mockups, prototypes, documentation, automation, business best practices, physical and digital organization, archiving, labeling, teaching, training, standards and principles of efficiency.

TOOLS

Post-Its
Balsamiq
paper prototype
POPapp (mobile and web)
scissors and tape
pen and paper
Invision

emacs
Notepad++
Google Drive
scissors and tape
pen and paper
Omnigraffle
whiteboard
Invision

ROLES

Schedule and conduct user and stakeholder interviews. Incorporate results and insights. Conduct and present market research. Present and defend design decisions. Build, test, and refine prototypes of increasing fidelity.

Google Drive
Google Forms
group collaboration
Zurb.com design triggers
pen and paper
Omnigraffle
whiteboard
Invision

Learn and implement standards for code. Document all code. Understand and synthesize color theory, typography, and grid systems. Utilize design and functional specification documents.

Axure
jsfiddle
Google Drive
Google Calendar
pen and paper
Omnigraffle
whiteboard
Invision

Coordinate workload with project partners. Set up systems for sharing work and schedules. Communicate project status with clients and stakeholders. Research, and incorporate accessibility and design triggers.

Review, document, and analyze current business, manufacturing, or production systems. Discuss pain points and bottlenecks. Implement and document changes. Check in with users and stakeholders to evaluate impact.

EDUCATION

General Assembly

San Francisco, CA
User Experience Design 2014

University of California, Berkeley

Berkeley, CA
Summer Mandarin Chinese intensive 2007

University of St Andrews

Scotland
Semester abroad in Physics and CS 2006

Bryn Mawr College

Bryn Mawr, PA
Bachelors degree in Physics
2003 - 2007

EXPERIENCE

Production Assistant &

Design Consultant Oakland, CA
LoomGrown 2015

Application/UX Designer San Francisco, CA
Public Utilities Commission 2015

Visual/UX Designer San Francisco, CA
Department of Public Works 2014 - 2015

Retail Interaction Designer San Francisco, CA
Other Machine Co. 2013 - 2014

Quality Assurance Tester San Francisco, CA
Gree International, Inc. 2012 - 2013

QA Process Consultant Berkeley, CA
Crater House 2012

Quality Assurance Tester/Lead

San Francisco, CA
Songbird 2009 - 2012

EXTRA

Reading sci-fi, fantasy, historical fiction, non-fiction, cultural history, linguistic analysis, science, poetry, etc. **Sailing** dinghies and keelboats. **Climbing** trees. **Building** big art. **Making** small art. **Fixing** mechanical problems. **Dancing** solo modern and partnered blues & lindy. **Music**. **Art**. **Camping**. **Travel**. **Fire safety**.