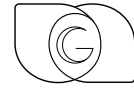


Gina Hsu



ginahsu.me

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ABOUT

I am studying

Global Business and Digital Arts
at the University of Waterloo.
Minoring in Legal Studies.

My toolbox includes

Sketch / InVision / Adobe XD
Illustrator
Photoshop
InDesign
After Effects
HTML / CSS
Pen + Paper

Skills I have

Low / high fidelity prototyping
Concept development
Branding
User research
Visual design
Usability testing
Information architecture

I enjoy

Travelling
Music
Photography
Crafting

EXPERIENCE

Web Developer Assistant & UX Designer

Federation of Students. May 2019 - Aug 2019

Created wireframes and mock-up website designs while considering compliance with Online Accessibility Standards.

Monitored and completed incoming website update requests while maintaining Feds visual branding guidelines.

Ensured all website elements were responsive and optimized for the Waterloo content management system.

Creative Director

Imprint Publications. Jan 2019 - Aug 2019

Designed and managed over 20 newspapers, ensuring a consistent brand image was met.

Directed the design team to produce weekly photos and graphics for appropriate articles and social media outlets.

Supervised the Social Media Coordinator to ensure a strong and engaging media presence.

Graphic Designer and Social Media Coordinator

Crafts 4 Charity. Sep 2018 - Present

Generated promotional digital and print assets to feature upcoming workshops and events.

Managed social media channels and marketing efforts to increase engagement both online and at events.

Worked alongside presidents to establish wireframes with appropriate branding for future launch.

Freelance UX / UI Designer

Airo.life. Sept 2015 - June 2017

Coordinated with the CEO to establish a brand direction aimed at students and key stakeholders.

Wireframed and designed onboarding sites for clients including the landing, sign up and home page.