

Jayden Hsiao

jaydenh.com
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Experience

StructionSite

Product Design Intern
May – Aug 2021

Shipped a file importer and vector tool interactions for a construction tracking web app, reducing customer acquisition cost by 32%.

Canadian Undergraduate Technology Conference

Head of Design
Feb 2020 – Jul 2021

Managed 5 designers to create websites, sponsorship packages, and promotional campaigns that attracted 3,900 attendees and \$20K in sponsorships.

TD Bank

UX/UI Design Intern
Sep – Dec 2020

Redesigned reward redemption experience for flagship mobile app used by 8M users. Built iOS and Android design systems in Figma.

Echo Compassion

Product Designer
Apr – Sep 2020

Designed and launched grocery delivery and financial request flows to connect 10K people affected by COVID with 280 volunteers.

Ontario Digital Service

Product Design Intern
Jan – Apr 2020

Delivered COVID data visualizations and emergency reports for 1.25M users. Digitized identity card renewal service based on 24 guerilla user tests.

Education

University of Waterloo

Systems Design Engineering (BASc), 2019 – 2024
4.0GPA, Dean's List (3rd out of 93 students)
Coursework in user-centered design, human-computer interaction, and systems thinking.

Skills

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|----------|--------------------------|----------|
| Figma | Developer handoff | React |
| Sketch | Design systems | Gatsby |
| Framer | User research & testing | HTML/CSS |
| Adobe CC | Information architecture | Three.js |
| Protopie | Interaction design | |
| Blender | | |