

# KRYSTINA DIAO

PRODUCT DESIGN / PRODUCT MANAGEMENT

Graduating with Bachelor's degree in May 2017, seeking full-time employment. **Relocating to Bay Area in May.**

## PORTFOLIO

[www.krystinadiao.com](http://www.krystinadiao.com)

## CONTACT

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## EDUCATION

University of Texas at Austin  
Management Information Systems, BBA  
August 2014 – May 2017

## EXPERIENCE

### Climb.gg

October 2016 – Present

#### Product Designer

- Design overall user experience of analytics and machine learning tool for professional League of Legends teams
- Create solutions for complex design challenges the analytics tool faces, go through rapid iterations
- Work alongside software engineers to create the bridge between technical functionality and user-centric design

### Bazaarvoice

August 2016 – Present

#### Product Design & Analyst Intern

- Create wireframes and prototypes for an upcoming product redesign launch on mobile and web platforms
- Design elements for web application product design, while becoming familiar with the product lifecycle
- Conduct user research (A/B testing, usability studies) to create product roadmap decisions
- Utilize SQL and Tableau to query databases, create visualizations, and determine creative roadmaps
- Showcase product features and interaction designs through After Effects animation prototyping

### Bazaarvoice

May 2016 – August 2016

#### Product Analyst Intern

- Built data visualizations with JavaScript to draw actionable results to increase product knowledge effectiveness
- Conducted user research and interpreted data, KPIs, and metrics to develop solutions and actionable insights
- Analyzed user data from Salesforce and Google Analytics to create actionable insights of product roadmap
- Developed UX flow of interface access to database with wireframes, then implemented alongside front-end dev
- Created information architecture diagrams to re-architect product Sharepoint to create more intuitive flow
- Managed tickets and projects via scrum (JIRA Agile) project management methods to maintain movement

### The Johnson Center

May 2015 – May 2016

#### User Research & Web Design Intern

- Managed the design, development, deployment, and maintenance of a website regarding dysautonomia
- Designed and conducted qualitative and quantitative research studies and use data to determine progress
- Developed and conducted new ideas of research and testing methods for cognitive patient testing

## PROJECTS

### Web Application

#### Development

#### Capstone Project

August 2016 – Present

- Build a website in primarily C# and ASP.NET, connecting front-end user interface and back-end database
- Explore object-oriented programming and MVC framework functionalities
- Collaborate with three other members across the timeframe of a semester with regular checkpoints

### Freelance Projects

2012 – Present

- Develop and design websites, branding material, and analytics reports for on-campus student organizations
- Compose in-depth design case studies (may include mobile & web application concepts, redesigns, etc.)
- Walking through the user research, wireframing, prototyping, production, and iteration processes in design

### Business Prof. of America

August 2012 – August 2013

- Created an informative and interactive website promoting Michelle Obama's "Let's Move" initiative
- Placed first in region and state & 6<sup>th</sup> in the nation for Fundamentals of Website Design

## CAMPUS INVOLVEMENT

### Asian Business Students Association

August 2014 – Present | Volunteer Direction & Media Director

- Plan and manage biweekly volunteering events for the organization
- Volunteer for various causes including nursery homes, tree planting, etc.
- Photograph and film all organizational events through the academic year
- Create promotional media with user reach of over 2,500 students

### Management Information Systems Association

#### Mobile App Development Organization

## SKILLS

#### Design:

Sketch 3  
InVision  
Photoshop  
Illustrator  
After Effects  
User Research  
Wireframing  
Storyboarding

#### Web Development:

HTML5  
CSS3  
JavaScript  
jQuery  
AB Testing  
**Project Management:**  
Agile  
JIRA, Kanban

#### Programming:

Python  
C#  
MVC  
**Analytics:**  
SQL  
Tableau  
Google Analytics  
Data Visualization (D3)

Please visit my portfolio to see design samples and in-depth case studies!

[www.krystinadiao.com](http://www.krystinadiao.com)