

krystina diao

CONTACT

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Designer with a knack
for business and tech.

I love bringing paper
sketches and small
ideas to life through
design.

EDUCATION

University of Texas, Austin
BBA in Management
Information Systems
AUG 2014 – MAY 2017

WORK EXPERIENCE

- JUL 2017 **Associate UX Designer**, Blizzard Entertainment
PRESENT Currently working on cool mobile apps on a fast paced, awesome team!
- AUG 2016 **Product Design Intern**, Bazaarvoice
DEC 2016 Collaborated with PMs and UX team to prepare for product redesign. Set up and analyzed usability studies to improve product intuitiveness. Solved user pain points through optimizing features and flow.
- MAY 2016 **Product Analyst Intern**, Bazaarvoice
AUG 2016 Conducted research to quantify effectiveness of product knowledge material. Harnessed Salesforce data, user research, and D3 visualizations to build data visualizations and actionable insights for the company to take. Presented project to Executive VP of Engineering, Gary Allison.
- MAY 2015 **User Research & Web Design Intern**, The Johnson Center for Child Health
MAY 2016 Designed and conducted qualitative and quantitative research studies. Iterated low to high fidelity mock-ups with final implementation for company website.

PROJECTS

- OCT 2016 **Product Designer**, Climb.gg
PRESENT Climb is a tool for League of Legends teams to analyze precise game data
Lead design initiatives on a team with 4 developers to build analytics and video dashboard. Design complete UI / UX flow and optimize info architecture. Manage full ownership of design process from end-to-end. Assist co-founders in making valuable product and market decisions in preparation for product launch.
- JAN 2017 **Tech Consultant**, Business System Development
PRESENT Consult with client to build a mobile health app. Serve as lead designer to build low to high fidelity mock-ups and interactive prototypes. Propose design solution that meets client's needs while considering constraints. Explore various aspects of the SDLC by creating project scope, user stories, and various process diagrams to ensure team meets client goals.
- JAN 2017 **Web Developer**, Web Application Development
PRESENT Design and develop interactive music store web application with login, shopping cart, and advanced search functions. Practiced connecting front-end design with back-end database.

DESIGN:

Wireframing
Storyboarding
Rapid Prototyping
Persona Design
Journey Mapping

DESIGN TOOLS:

Sketch
Framer
InVision
Photoshop
Illustrator
After Effects

DEVELOPMENT:

HTML/CSS
JavaScript

ANALYTICS:
SQL
Tableau
Google Analytics

PROJECT MGMT:

Agile
JIRA, Kanban
MS Project

RESEARCH:

Usability Lab Studies
Card Sorting
Survey Design
Affinity Mapping