krystina diao

CONTACT

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krystinadiao.com

Designer with a knack for business and tech.

Paper sketches, business process and data flows, user research, UX flows, UI mock-ups, front-end code.

EDUCATION

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

EXPERIENCE

OCT 2016
PRESENT
Product Designer, Climb.gg
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.

AUG 2016
DEC 2016
Product Design Intern, Bazaarvoice
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
AUG 2016
Product Analyst Intern, Bazaarvoice
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 2016
DEC 2016
User Research & Web Design Intern, The Johnson Center for Child Health
Designed and conducted qualitative and quantitative research studies. Iterated low to high fidelity mock-ups with final implementation for company website.

PROJECTS

JAN 2017
PRESENT
Tech Consultant, Business System Development
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
PRESENT
Web Developer, Web Application Development
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:	DESIGN TOOLS:	DEVELOPMENT:	PROJECT MGMT:	RESEARCH:
Wireframing	Sketch	Python	Agile	Usability Lab Studies
Storyboarding	Balsamiq	HTML/CSS	JIRA, Kanban	Card Sorting
Rapid Prototyping	Framer	JavaScript	MS Project	Survey Design
Persona Design	InVision			Affinity Mapping
Journey Mapping	Photoshop	**ANALYTICS:**		
	Illustrator	SQL		
	After Effects	Tableau		
		Data Visualization (D3)		