krystina diao

CONTACT

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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.gg is a tool for League of Legends teams to better analyze precise game data
- Manage full responsibility of the design process as the sole designer, practicing ownership from end-to-end: research, ideation, prototyping, testing, and deployment
- Practice wearing multiple hats (from visual and branding to UX and research)
- Bridge the gap between technical functionalities and user-centric design
- Identify user needs and constantly update and create mockups in rapid iteration
- Ensure tasks are on track for each sprint, assist in making user-driven product decisions

MAY 2016 DEC 2016 **Product Design & Analyst Intern** – Bazaarvoice
- Worked on projects ranging from research to UX design to data visualization
- Proved the value of product knowledge material through user research and KPIs
- Worked alongside PMs and UX Designers to prepare for a product redesign
- Showcased product features and interaction designs through After Effects animations
- Participated in setting up and analyzing usability studies to improve intuitiveness
- Designed and implemented the flow of a web interface access to a database
- Managed tickets and projects via agile project management methodology

MAY 2016 DEC 2016 **User Research & Web Design Intern** – The Johnson Center for Child Health
- Designed and conducted qualitative and quantitative research studies
- Developed new ideas of research and testing methods for cognitive patient testing

PROJECTS

JAN 2017 PRESENT **Business System Development Capstone Project**
This project has us serve as semester-long consultants to a mobile health app startup
- Serve as the lead designer to design and develop a prototype
- Propose design solution that meets client's needs while considering constraints
- Explore various aspects of the SDLC – creating project scopes, user stories, non-functional and functional requirements, data flow diagrams, business process models, and stakeholders tables to ensure team focuses on and meets client goals
- Consult weekly with the client to make product decisions and assist in reaching goal

JAN 2017 PRESENT **Freelance Projects**
- Compose in-depth design case studies while documenting in detail the brainstorming, researching, wireframing, prototyping, and iteration processes

DESIGN:	DESIGN TOOLS:	DEVELOPMENT:	PROJECT MGMT:	RESEARCH:
Wireframing	Sketch	Python	Agile	Usability Lab Studies
Storyboarding	Axure	HTML/CSS	JIRA, Kanban	Card Sorting
Rapid Prototyping	Balsamiq	JavaScript	MS Project	Survey Design
Persona Design	InVision			Affinity Mapping
Journey Mapping	Photoshop	**ANALYTICS:**	**DEVELOPMENT:**	
	Illustrator	SQL	Python	
	After Effects	Tableau	HTML/CSS	
		Data Visualization (D3)	JavaScript	