**EXPERIENCE**

krystina diao

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.

**CONTACT**

(469) 525 6677

krystinadiao@gmail.com

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.

**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.

AUG 2016

DEC 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

AUG 2016

**PROJECTS**

**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

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.

**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.

MAY 2016

DEC 2016

**EDUCATION**

University of Texas, Austin

BBA in Management Information Systems

AUG 2014 – MAY 2017

**DEVELOPMENT:**

Python

HTML/CSS

JavaScript

**ANALYTICS:**

SQL

Tableau

Data Visualization (D3)

**PROJECT MGMT:**

Agile

JIRA, Kanban

MS Project

**DESIGN TOOLS:**

Sketch

Balsamiq

Framer

InVision

Photoshop

Illustrator

After Effects

**RESEARCH:**

Usability Lab Studies

Card Sorting

Survey Design

Affinity Mapping

**DESIGN:**

Wireframing

Storyboarding

Rapid Prototyping

Persona Design

Journey Mapping