Michelle Hsu

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SUMMARY

San Francisco-based designer bringing together an analytical background and visual design skills to create intuitive data-driven user experiences

SKILLS | PROGRAMS

Design & Development

Sketch	User Research
InVision	User Stories
Adobe Suite	User Flows
HTML & CSS	User Testing
Javascript (basic)	UX/UI Design
GitHub	Wireframing
Usability Hub	Prototyping

Data Analysis

Tableau	Excel
Qualtrics	Powerpoint

Languages

Mandarin	ASL

SELECT PROJECTS

Pairings
michellethsu.com/pairings
User Research | UX/UI Design

- Researched, conceptualized, and designed a prototype in Sketch and InVision for an app that allows users to search for recipes based on ingredients they already have

Cubby
michellethsu.com/cubby
User Research | UX/UI Design | Front End Development

- Designed and developed responsive web pages for a cloud-based storage application using Sketch, InVision, HTML, and CSS

BusyBus
michellethsu.com/busybus
UX/UI Design

- Designed display views for a mobile public transit application

RELEVANT WORK EXPERIENCE

Strategy Consultant   Sep 2015 - Present
EY-Parthenon | San Francisco, CA

- Facilitated primary/secondary research and data analysis efforts for 36 projects across various industries as both as an analyst and manager of teams of 2-3 people
- Conducted ~600+ in-depth expert interviews and fielded 11 decision-maker surveys

Selected projects:

- Launched and analyzed web survey of 200 decision-makers of health and wellness software solutions to understand product positioning and customer demographics
- Led store visits and customer interviews at franchised locations of a national doughnut and coffee chain and developed plan for standardizing operations and rebranding
- Devised strategy centered on marketing, new program development, and international outreach to improve graduate school enrollments at a private university

Project Management Intern   Jun 2014 - Aug 2014
Mattel | Los Angeles, CA

- Facilitated project planning process for a new global intitiative by determining scope, identifying deliverables, and creating budget allocations
- Analyzed historical data to develop recommendations for improving the company's resource estimation processes, resulting in budget savings of 10%

EDUCATION

Bloc   Jul 2017 - Present
Design Apprenticeship

- Part-time student in a remote mentorship-based design program covering the fundamentals of UX/UI design principles and frontend development

University of Southern California   May 2015
B.S. Business Administration, Minor: Digital Studies   GPA: 3.8

- Relevant coursework: Typography, Information Visualization, Creative Coding for the Web, Database Web Development