


# Michelle Hsu

## Product Designer

UX/UI designer focused on creating intuitive experiences and constantly advocating for the user

 michellethsu.com  
 michelletahsu@gmail.com  
 626.780.2513

## EXPERIENCE

### CommonSpirit Health

San Francisco, CA

- **Lead Product Designer, My Care**

Jan 2021 – Present

- **Product Designer, Search + Schedule**

Apr 2019 – Jan 2021

- Lead product designer for the My Care native app (iOS + Android) and web app experiences
- Core contributor in the creation of a multi-brand design system and component library, with a focus on WCAG and ADA compliance
- Championed a cohesive user experience across multiple customer-facing products by coordinating with product managers, other designers, business stakeholders, and developers

#### SELECT PROJECTS:

- Led a research-based redesign for the Find a Doctor product, including a new filter design and doctor profile page templates
- Designed and prototyped a guided appointment scheduling experience for the Online Scheduling product to increase bookings and reduce clinic staff workload
- Designed and developed the COVID-19 resource hub to provide a place for users to access information during the pandemic
- Facilitated primary research and data analysis efforts for 40+ projects across various industries as an analyst and workstream manager
- Conducted ~600+ in-depth expert interviews and 11 customer/market research surveys

### Parthenon-EY

San Francisco, CA

- **Strategy Consultant**

Sep 2015 – Mar 2019

## EDUCATION + CERTIFICATIONS

### NN/G UX Certified

Aug 2019  
Virtual Conference

### Bloc

Jul 2017 – Jan 2019  
Remote Program

### University of Southern California

May 2015  
Los Angeles, CA

- *Relevant coursework:* UX Roadmaps, DesignOps, Journey Mapping, Interface Design, Mobile UX
- Part-time student in a mentorship-based design program covering the full UX/UI design lifecycle and frontend development fundamentals
- B.S. Business Administration, Minor: Digital Studies
- *Relevant coursework:* Creative Coding for the Web, Database Web Development, Information Visualization, Typography

## SKILLS + TOOLS

### Design

Interaction Design	Figma
Visual Design	Sketch
Wireframing	Invision
Prototyping	Adobe CS
User Flows	

### Research

User Interviews	UserZoom
Usability Testing	Qualtrics
Journey Mapping	Foresee
Personas	Clicktale

### Front-end Development

HTML + CSS  
Javascript (basic)

### Data Analysis

Tableau	Excel
Google Analytics	Powerpoint

### Languages

English (native)  
Chinese (conversational)  
American Sign Language (basic)

## INTERESTS

Traveling	Plant parent
Hiking	Sushi
Surfing	Reading
Basketball	Modern art
Public transportation	