

# Michelle Hsu

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 /michellethsu

## SUMMARY

San Francisco-based designer bringing together an analytical background and visual design skills to create efficient and intuitive 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
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## SELECT PROJECTS

### Pairings

User Research | UX/UI Design

[michellethsu.com/pairings](http://michellethsu.com/pairings)

- 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

User Research | UX/UI Design | Front End Development

[michellethsu.com/cubby](http://michellethsu.com/cubby)

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

### BusyBus

UX/UI Design

[michellethsu.com/busybus](http://michellethsu.com/busybus)

- Designed display views for a mobile public transit application

## RELEVANT WORK EXPERIENCE

### Strategy Consultant

EY-Parthenon | San Francisco, CA

Sep 2015 - Present

- Facilitated primary/secondary research and data analysis efforts for over 40 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

#### Select 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

Mattel | Los Angeles, CA

Jun 2014 - Aug 2014

- Facilitated project planning process for a new global initiative 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

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Design Apprenticeship

Jul 2017 - Present

- 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

B.S. Business Administration, Minor: Digital Studies

May 2015

GPA: 3.8

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