




# Michelle Hsu

Product Designer

*SF-based designer focused on creating intuitive experiences and constantly advocating for the user*

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## EXPERIENCE

### Product Designer, Dignity Health

Apr 2019 – Present  
San Francisco, CA

- Led a complete 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 + checkout experience for the Online Scheduling product to increase bookings and reduce clinic staff workload
- Designed and developed the COVID-19 resource hub + newsroom to provide a place for users to access information during the pandemic
- Championed a cohesive user experience across multiple customer-facing products by coordinating with product managers, other designers, business stakeholders, and developers
- Core contributor in the creation of a multi-brand design system and component library, with a focus on WCAG and ADA compliance

### Strategy Consultant, Parthenon-EY

Sep 2015 – Mar 2019  
San Francisco, CA

- 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

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## EDUCATION

### Bloc

Jul 2017 – Jan 2019  
Remote Program

- Part-time student in a mentorship-based design program covering the full UX/UI design lifecycle and frontend development fundamentals

### University of Southern California

May 2015  
Los Angeles, CA

- B.S. Business Administration, Minor: Digital Studies
- *Relevant coursework:* Creative Coding for the Web, Database Web Development, Information Visualization, Typography

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## 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

### Frontend Development

HTML + CSS  
Javascript (basic)

### Data Analysis

Tableau	Excel
Google Analytics	Powerpoint

### Languages

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

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## INTERESTS

Traveling	Plant parent
Hiking	Sushi
Surfing	Reading
Basketball	Modern art