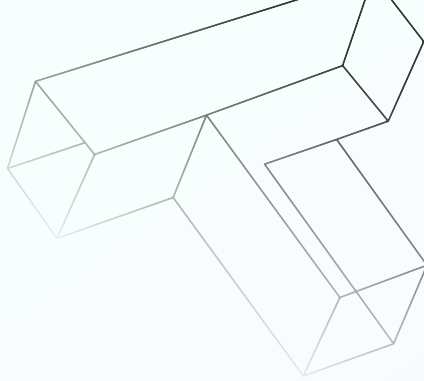# Trista Tu
Product Designer

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415-866-5774

Work Experience

Stellantis
May 2023 - Present
San Francisco, CA, USA

Product & Motion Designer, AI HMI
- Defined user stories and flows of advanced automotive UX. Shipped 0-1 usage guidelines and design system in 1.5 months.
- Conduct in-house testing, and agile iterations to launch HUD emulator testing 8 weeks ahead of the product life cycle.
- Presented process and technical impediments to leads, PMs, engineers, and stakeholders to facilitate decision-making.

BC.GAME
Sep 2022 - April 2023
San Francisco, CA, USA

Product Designer, Design System
- Analyzed token integration and redesigned cryptocurrency exchanges and digital wallets to optimize blockchain-based user interaction satisfaction. User retention increased by 53%,
- Registrations increased by 25% after the global responsive landing page was redesigned.

Viasat
June 2022 - Aug 2022
San Francisco, CA, USA

Product Design, E-Commerce
- Executed and simplified product strategy for satellite internet initiatives. Created flexible design assets for filters, payments, and personalization assistants. Increased internet plan shopping cart conversion rates from 25% to 43%.
- Established modularity and scalability design system to maintain brand loyalty and enhance efficiency for teammates.

Gravity Sketch
Feb 2022 - May 2022
San Francisco, CA, USA

Product Designer, VR/3D
- Developed immersive user stories, personas, prototypes of AI chatbots, and education on Mars. Iterate designs based on feedback from users, stakeholders, and analytics.
- Increased 29% satisfaction among creators' community.
- Increased exposure through 300+ person external announcement events in SF, CA. Created Meteverse Spatial demo for customers without headphones.

Volkswagen
Feb 2021 - June 2021
San Francisco, CA, USA

Product Designer, HMI
- Built seamless fleet user journey and resolution-perfect design of smart dialing and dashboard to achieve investment goals.
- Defend a consistent corporate identity by building bridges of design values across cross-functional teams.
- Demonstration videos, interactions, and animations were produced and displayed at the Volkswagen Group headquarters in Wolfsburg, Germany.
- Defined requirements documents to prioritize product capabilities. Minimize investment risk by testing and validating assumptions through simulations.
- Comprehensive proposals are posted at media.vw.com 2021.

Projects

HUD AI Assistant 2021
Voice & Gesture Command · Autofill

AI Plan Dashboard 2021
AI MVP · 100% Satisfaction

IoT Therapy Diffuser 2020
App · User Journey Maps

Skills

Software
Figma, Adobe Suites(AE, PR), Framer, Jira(Atlassian), Miro, ProtoPie, Mid-journey, Keynote, Slack, Asana, Confluence, Sketch, User Testing, Spark AR

Specialties
Design System, Time Management, Data Visualization, Customer Story, Usability Testing, Color Theory, Branding, Micro Interactions, Accessible Design Methodology

Development
HTML, CSS, PHP, Javascript

Awards

Best in Collaboration 2022
CHSA Museum Advertising

Gold Award (Top10/7793)
Platinum Originality Intl 2017
Sliver Mirror - Concept Book

Finalist 2014 - 2015
Kantar Information Is Beautiful
Shenzhen Intl Poster Festival

Education

Academy of Art University
MFA, Human Computer Interaction

Nanjing University of the Arts
BFA, Visual Communication Design