

Sharon Tsao

UX/UI DESIGNER

I'm committed to designing user experiences that improve quality of life and empower the user.

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SKILLS

Design

UX + UI Design
Brand Strategy
User Personas + Stories
Information Architecture
Wireframing
Prototyping
Graphic Design

Research

Competitive Analysis
User Interviews + Surveys
Usability Testing
A/B Testing

Tools

Adobe Creative Suite
Sketch
Figma
InVision
UsabilityHub
HTML + CSS
Javascript
GitHub

TECHNICAL PROJECTS

UX Researcher + Designer | SkySpace

2018

- SaaS web-based and mobile cloud storage app geared toward individuals and small businesses
- Responsible for brand strategy, contextual inquiry, wireframing, rapid prototyping and usability testing

EXPERIENCE

UX Design + Frontend Apprentice | Bloc.io

April 2018 - March 2019

- 500+ hour project-based program under the mentorship of UX industry professionals
- Studied and applied principles of UX and visual design in capstone projects

Research Associate | Baker Institute for Public Policy

2014 - 2019 in Houston, TX

- Developed evidence-based policies with a focus on science and technology issues
- Mentored dozens of interns on writing policy briefs and interfacing with legislators
- Increased engagement of our science outreach initiative to over 4,000 underserved students

Graphic Designer | Sharon Tsao Design

2013 - Present in Houston, TX

- Developed brand identities and jersey kits for sports teams around the nation
- Created logos for small businesses to drive sales and brand awareness

EDUCATION

University of Texas at Austin | B.S. in Neurobiology | 2013