

Sharon Tsao

UX Designer

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

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SKILLS

Design

Design Sprints, UX + UI
Design, Product Strategy,
Information Architecture,
Sitemapping, Wireframing,
Prototyping, Graphic
Design, Animation

Research

Competitive Analysis, User
Interviews, Surveys,
Personas, User Stories,
Usability Testing, A/B
Testing

Tools

Figma, Adobe Creative
Suite, Sketch, InVision,
GitHub, UsabilityHub,
HTML + CSS (basic)

RECENT PROJECTS

UX Researcher + Designer | NewHomeSource | Present

- Redesign web and mobile real estate shopping experiences to improve usability and leads
- Execute design sprints, user stories, wireframing, rapid prototyping and usability testing

Design Sprint Lead | Confidential Client | 2020

- Led sprint to rebuild a web platform that connects homebuilders and IT vendors
- Facilitated the workshop, designed prototypes, and conducted testing/research

EXPERIENCE

Senior UX Designer | Rocksauce Studios

June 2019 - Present in Austin, TX

- Lead and execute design sprints and design thinking workshops with multiple clients
- Employ iterative design to create and refine prototypes
- Coordinate with business, design, and development teams

Graphic Designer | Sharon Tsao Design

2013 - Present in Austin, TX

- Develop brand identities for small businesses to drive sales and awareness
- Produce editorial illustrations for a tech blog

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 Rice University students on writing policy briefs and interfacing with legislators

EDUCATION

Bloc | UX and Frontend Dev Bootcamp | 2019

UT Austin | B.S. in Neurobiology | 2013