

# Sharon Tsao

## UX Designer

she/her

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, Wireframing, Rapid Prototyping, Graphic Design, Animation (basic)

### Research

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

### Tools

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

## RECENT PROJECTS

### UX Researcher + Designer | NewHomeSource | Present

- Redesign web and mobile real estate shopping sites that have seen increased traffic and leads by 90% YOY
- Work with business and engineering to translate new ideas into interactive hi-fi prototypes

### Design Sprint Lead | Confidential Client | 2020

- Concepted, designed and delivered 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; Austin, TX

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

### Graphic Designer | Sharon Tsao Design

2013 - Present; 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; 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