Haoning Daphne Hsu

UX Designer

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SKILLS

Design
Interaction Design
Wireframing
Prototyping
Information Architecture
Visual Design

Tools
Figma
Axure
Sketch
Adobe Creative Suite
MAYA
JavaScript/ HTML/ CSS

Research
Heuristic Evaluation
Competitive Analysis
Usability/ Accessibility Testing

EXPERIENCE

UW iSchool GAMER Group, UX Designer / Student Researcher
Feb.2020 - Present | Seattle, WA
- Built a virtual escape room prototype in 3 months for deepfake research; established design system from scratch and led 2 iterations.
- Researching online language learning experience in social VR; Ran 10+ research sessions with 20+ participants in 2months.

UXI Design, UX Design Intern
Jun.2020 - Sep.2020 | Taipei, Taiwan
- Built website and omni-channel shopping experience for Giant bicycle; created customer journey maps, information architecture, wireframes, and design system from scratch with the team in 4 months.
- Conducted UX audit for brands such as Logitech APAC.

OpptIn, Part-time UX Design
Jun.2020 - Aug.2020 | Lackawanna, PA (Remote)
- Designed onboarding features for virtual geo-fencing experience; conducted rapid prototyping with 10+ users.
- Established and implemented user research guidelinesto help bring the product development to phase 2 in 2 months as a sole researcher.

Synology Inc., Global Marketing
Dec.2017 - Jul.2019 | Taipei, Taiwan
- Ran user research, created user flow and designed interactions for 5+ campaign pages. One received 1 million+ impressions within 2 months.
- Co-managed Australia and New Zealand market by devising and deploying marketing and content strategy.

EDUCATION

University of Washington, M.S. Information Management, User Experience and Information Architecture
Sep.2019 - Jun.2021 | Seattle, WA
- Capstone: Improving accesibility on Smarsheet
- Winner of 2020 World IA Day Hackathon

COURSE & SIDE PROJECTS

Facilitating Learning in Museums, UX Designer
Sep.2019 -Dec.2019 | Seattle, WA
- Designed interactive whiteboard prototype from scratch within 6 weeks, received full marks on this project.
- Interviewed 8 users; Built persona, customer journey map, and prototype sketch; Conducted testing with over 7 users.