

Joanne Hsu

User Experience Designer & Researcher

joanne.ty.hsu@gmail.com

(858) 766-1482

joanne-hsu.com

EDUCATION

Northwestern Univ.
Engineering Design Innovation
MS (Mar 2020)

Univ. of California, San Diego
Physics
BS (Jun 2018)

SKILLS

Design

Ethnographic Research
User/Usability Testing
Journey Mapping
Service Blueprint
Insight Generation
Opportunity Discovery
Hypothesis Building
Experiment Planning
Rapid Ideation
Prototyping
Wireframing

Tools

Figma
Adobe XD
Illustrator
Photoshop
InDesign
Wordpress
Google Analytics
SolidWorks
AutoCAD
Fusion 360
Arduino

Language

English
Mandarin
Taiwanese

OBJECTIVE

User experience designer and researcher who leverages her empathy and curiosity to reimagine the future, design meaningful experiences, and create measurable impact through technology, strategy, and collaboration.

EMPLOYMENT

Feeding America | Innovation Intern Jun 2019 – Sep 2019

- Designed and piloted Feeding America's first neighbor-facing digital service, Helpful Harvest, with the Innovation Team to improve access to charitable food today
- Conducted experiments with community partners & Food Banks to test hypotheses
- Synthesized qualitative data from interviews and quantitative data from Google Analytics to iterate on service design
- Iterated on service blueprints for the Food Bank onboarding process to balance the desirability, feasibility, and viability of running Helpful Harvest
- Collaborated with software development team, program department, supply chain department to develop frontend and backend of Helpful Harvest
- Envisioned the future of the food system through a co-creation process with Feeding America National Office, Food Banks, Relish Works, and other food experts
- Created buy-in throughout the organization by using compelling storytelling strategies

PROJECTS

Procter & Gamble | Student Design Researcher Sep 2018 – Dec 2018

- Conducted ethnographic interviews to discover unmet needs and opportunities
- Translated research into insights and design principles that drive product innovation
- Created 24 low-fidelity prototypes and tested with targeted users
- Developed a product and its brand for an emerging market in hair care for P&G
- Presented strategic recommendations to P&G through creative storytelling

City of Chicago | Student Service Designer Jan 2019 – Mar 2019

- Served as a consultancy to the Chicago Department of Innovation & Technology to reimagine the service discovery experience for Chicago residents
- Conducted immersive research and interviews with people with different abilities to empathize with extreme use cases
- Created and tested prototypes, from sketches to wireframes, with stakeholders to explore unmet needs, unknown constraints, and usability
- Synthesized research findings and generated actionable insights and design principles

Local News Initiative | UX Designer Jan 2019 – Jun 2019

- Partnered with Medill School of Journalism to design Buoyant, a content-sharing platform that promotes citizen journalism and enables users to curate local news
- Iterated on wireframes using Adobe XD through a series of concept experiments and usability testing with journalists and readers
- Conducted ethnographic interviews and immersive research with stakeholders

3M | Student Strategist Mar 2019 – Jun 2019

- Partnered with 3M to develop an innovation strategy in the healthcare sector
- Conducted user research and competitive analysis to explore gaps in the market
- Developed long-term strategic plans to capture new market opportunities
- Facilitated ideation workshops to integrate new technology into product strategy