

Joanne Hsu

Human-Centered 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 Testing
Journey Mapping
Service Blueprint
Insight Generation
Opportunity Discovery
Hypothesis Building
Experiment Planning
Rapid Ideation
Prototyping
Wireframing

Tools

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

Language

English
Mandarin
Taiwanese

OBJECTIVE

Human-centered 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 June 2019 — Sept 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
- 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
- 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
- Created buy-in from other departments through strategic communication skills

PROJECTS

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
- Created and tested prototypes, from sketches to wireframes, with stakeholders to explore unmet needs, unknown constraints, and usability
- Conducted immersive research and interviews with people with different abilities to empathize with extreme use cases
- Translated research and testing into insights, design principles, and concepts

3M | Student Strategist Mar 2019 — June 2019

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

Local News Initiative | UX Designer Jan 2019 — June 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

Procter & Gamble | Student Product Designer Sep 2018 — Dec 2018

- Developed a product and its brand for an emerging market in hair care for P&G
- Conducted ethnographic interviews to discover unmet needs and opportunities
- Created and tested 24 low-fidelity prototypes with targeted users
- Developed mid-fidelity final products and presented through innovative storytelling