

# Emma Hsieh

Product Designer

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Portfolio: [yunchiehhsieh.com](http://yunchiehhsieh.com)

## Work Experience

### Artium / Product Designer

OCT 2021–MAY 2022 | NYC

Artium is an elite software consultancy. I worked on two Web3 projects: Candy—NFT marketplace for Major League Baseball—designed dashboard components with data visualizations. Gitcoin—Pioneer in Web3 crowdfunding—I helped optimize their UX for the 4.6M+ crowdfunding event. As Gitcoin going through their company revolution, Grants 2.0, I helped direct their product strategy (Project dPoPP), created MVP, defined personas, conducted user researches, facilitated workshops for cross-team functions, conducted user researches, and coached their teams on design thinking & Lean UX. I also gave a talk as a panelist at ETH Denver.

### AKQA / Designer

FEB 2020–NOV 2021 | NYC

AKQA is a world-class global creative agency. I designed Verizon's dashboard for cardholders of their very first Visa Credit Card. I helped establishing gamification strategies + visual components for HSS's first mobile native app. I also helped IBM Cloud define their design strategies with visual recommendations.

### Loeb.nyc / Product Designer

AUG 2019–JAN 2020 | NYC

Loeb.nyc is a venture capital company. I worked on an event site for ACE Comic Con; logo and branding for a dental startup; landing pages and an e-commerce platform design for a marketplace startup.

### MAZ Systems / Product Designer

JAN 2019–JUL 2019 | NYC

MAZ Systems is a media platform startup that is both B2B and B2C facing. On the product side, I established their design system, conducted usability testings, and defined design strategies. On the marketing side, I worked on motion graphics with our videographer and directors, designed landing pages and materials with the business and marketing team, and strategized pitch deck designs with the sales team.

### Next Jump / Designer

(Internship: MAY 2016–AUG 2016) JUL 2017–JAN 2019 | NYC

Next Jump is an employee discount platform and a suite of leadership development native mobile apps. I conducted user research and usability testings, designed end-to-end products, and collaborated with developers, business teams, and stakeholders directly. The suite of mobile apps includes workshop hosting, feedback tracking, and employee voting which were adopted and used by the US Military. Additionally, I created Next Jump's annual magazine that were distributed to 500+ people each year. It became a tradition and was carried out after I left the company. I also facilitated workshops, coached peers, and gave public talks.

## Skills

### Design

Prototyping · Editorial Design · Motion Graphics in After Effects · Design System · Style Guides · Branding & Identity

### UX Strategy

Service Blueprint · Competitor Analysis · Cognitive & Concept Mapping · Information Architecture · Content Inventory & Audit · Mind Mapping · User Journey · Personas · Storyboarding · Task Analysis · Stakeholder Walkthrough · Value Opportunity Analysis

### Research

A/B Testing · Affinity Diagramming · Card Sorting · Ethnography Research · Usability Testing · Heuristic Evaluation · Questionnaires & Surveys

### Collaborating

Organizing Workshops · Pairing with Designers / Developers / PMs · Design Critique · Team building

## Education

### Rochester Institute of Technology

Visual Communication Design (MFA)

SEP 2015–MAY 2017 | Rochester, NY

I was awarded by the PRINT Design Magazine for my motion graphics & identity project Pakalimu.

### Eastman School of Music

Clarinet Performance (B.A.)

SEP 2010–MAY 2014 | Rochester, NY

Ranked among the top music conservatories in the world. Along with my degree, I also received Performer's Certificate which was only awarded to the top 3% of the class.

## Language

### Native / Multi-lingual

English · Mandarin · Taiwanese · Cantonese

### Elementary

Japanese · French