Michelle Hsu
Product Designer

UX/UI designer focused on creating intuitive experiences and constantly advocating for the user

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EXPERIENCE

CommonSpirit Health
San Francisco, CA

● **Lead Product Designer, My Care**
Jan 2021 – Present

● **Product Designer, Search + Schedule**
Apr 2019 – Jan 2021

- Lead product designer for the My Care native app (iOS + Android) and web app experiences; currently leading a team of 4 designers
- Core contributor in the creation of a multi-brand design system and component library, with a focus on WCAG and ADA compliance

SELECT PROJECTS:

- Led a visual redesign and conducted information architecture research for native app welcome screen
- Designed and prototyped a guided appointment scheduling experience for the Online Scheduling product to increase bookings and reduce clinic staff workload
- Led a research-based redesign for the Find a Doctor product, including a new filter design and doctor profile page templates

Parthenon-EY
San Francisco, CA

● **Strategy Consultant**
Sep 2015 – Mar 2019

- Facilitated primary research and data analysis efforts for 40+ projects across various industries as an analyst and workstream manager
- Conducted ~600+ in-depth expert interviews and 11 customer/market research surveys

EDUCATION + CERTIFICATIONS

NN/G UX Certified
Aug 2019
Virtual Conference

- *Relevant coursework:* UX Roadmaps, DesignOps, Journey Mapping, Interface Design, Mobile UX

Bloc
Jul 2017 – Jan 2019
Remote Program

- Part-time student in a mentorship-based design program covering the full UX/UI design lifecycle and frontend development fundamentals

University of Southern California
May 2015
Los Angeles, CA

- B.S. Business Administration, Minor: Digital Studies
- *Relevant coursework:* Creative Coding for the Web, Database Web Development, Information Visualization, Typography

SKILLS + TOOLS

Design

Interaction Design	Figma
Visual Design	Sketch
Wireframing	Invision
Prototyping	Adobe CS
User Flows	

Research

User Interviews	UserZoom
Usability Testing	Qualtrics
Journey Mapping	Foresee
Personas	Clicktale

Front-end Development

HTML + CSS
Javascript (basic)

Data Analysis

Tableau	Excel
Google Analytics	Powerpoint

Languages

English (native)
Chinese (conversational)
American Sign Language (basic)

INTERESTS

Traveling	Plant parent
Hiking	Sushi
Surfing	Reading
Basketball	Modern art
Public transporation	