

Kristina Hsieh

Los Angeles, CA

kristinahsieh73@gmail.com
408.507.0618
kristinahsieh.com

Product designer. Information junkie. People (and cookie) enthusiast.

People-oriented product designer passionate about perspectives, continual improvement, beauty, and function.

Skills

Design: Sketches // Personas // User Flows // Wireframes // Mockups // Prototyping // Style Guides // Presentations

Research: Surveys // Interviews // Card Sort Study // Usability Study // Preference Testing

Languages: HTML // CSS // SQL

Tools: Figma // Webflow

Collaboration: Jira // Google Suite // GitHub // Slack

Education

Thinkful

UX/UI Product Design Program

Sep 2019 - Dec 2020, Remote

Project based study on UX/UI fundamentals and best practices: conducted surveys, usability studies, created user personas, user flows, trained in HTML, CSS, Javascript, and designed low and high fidelity wireframes, mockups, and prototypes for web and mobile.

Pepperdine University

B.A. Integrated Marketing

Communications

GPA 3.69 / 4.0

Aug 2013 - Apr 2017, Malibu//Heidelberg

Undergraduate degree in Marketing Communications with training in business, mass communication, branding, advertising, and behavioral patterns of stakeholders.

Experience

Conversant, Publicis Groupe

Team Lead, Traffic Quality Specialist

Jun 2017 - Present, Remote

Currently oversee 3 direct reports, a variety of team initiatives, and around 15 digital ad campaigns optimized to client's KPIs.

Pinpoint and problem-solve issues as they arise and act as the main point of contact for vendor related questions.

In the past, spearheaded the team's first email newsletter through data collection, design, and writing that was so well received, it became a quarterly update emailed out to 250+ people across the company.

Zozu Shop

Product Designer

Feb 2021 - Sep 2021, Remote

Designed an eCommerce and administrative site for non-profit organization Zozu Project to allow donors to support through purchased product from afar. This involved a variety of research, wireframing, mockups, usability testing, and documentation for handoff. Met with client for scheduled check-ins and updated designs based on client requests due to changed inventory.

Slant News

Apprentice - Bloc

Dec 2020, Remote

Designed a news app to encourage perspectives on mobile and web platforms. This involved market research, creating a style guide, producing a high fidelity clickable prototype in Figma, and presenting the final product and process to a grader. Created sketches, wireframes, mockups, and more while testing users throughout the process to inform any adjustments made to ensure the usability of the product.