

angelina hsu

OVERVIEW

Product, Visual, & UX/UI Designer with a strong foundation in design leadership and user-centred problem-solving. Experienced in designing products and features, as well as leading and communicating with cross-functional teams.

EXPERIENCE

Experience Design Co-op @ EA SPORTS FC 05/2024 - 12/2024

- Supported post-production of FC25 by mapping IA, designing UI assets, and reviewing builds to ensure a smooth user experience for over 11 million players.
- Led FC26 features focused on streamlining user flows to reduce navigation friction and maximize gameplay engagement.
- Ensured visual and interaction consistency using the internal design system in collaboration with global cross-functional teams.

Visual/UX Director @ nwPlus 03/2023 - 05/2024

- Managed a team of 6 designers across 3 annual hackathons (over 1000+ attendees), leading the design of websites, marketing assets, and internal tools.
- Designed responsive interfaces using Figma and prototyped high-fidelity concepts across desktop, mobile, and tablet.
- Increased community engagement by hosting a Figma workshop attended by 100+ hackers.
- Improved team efficiency by organizing workflows, design critiques, and social initiatives.

Brand Design Intern @ OnDeck Fisheries AI 02/2024 - 05/2024

- Refreshed OnDeck's visual identity, contributing to a 20%+ increase in media following.
- Developed branding assets and visual guidelines used across the website and outreach channels.
- Worked with the CEO and marketing teams to align designs with conservation-focused goals.

PROJECTS

Lead Product Designer — Dialog 10/2023 - 05/2024

- Designed a language learning web app simulating real-world conversations tailored to the user's level and pace.
- Awarded "Best Use of Google Cloud" at DubHacks 2023 out of 700+ participants and 150+ project submissions

Lead Product Designer — Budget Buddies 01/2025 - PRESENT

- Created a gamified financial accountability app that leverages AI to personalize saving strategies.
- Awarded "2nd Place - AI Stream" at UXathon 2025 out of 70+ participants and 20+ project submissions

angelinahsu.com

[linkedin.com/in/angelinahsu](https://www.linkedin.com/in/angelinahsu)

angelinaahsu@gmail.com

(604) 653-0575

EDUCATION

The University of British Columbia

B.S. in Cognitive Systems

Expected graduation:
Fall 2026

TOOLBOX

HTML/CSS

Javascript

Figma

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

GitHub

Webflow

Procreate

SKILLS

Design systems

Design thinking

Illustration

Interaction design

Motion design

Rapid prototyping

Typography

User flows

User research

Usability testing

Visual design

Wireframing