Angelina Hsu

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EXPERIENCE

Product Design Intern @ Interac — 09/2025 - PRESENT
- Delivering core *Interac* e-Transfer designs for 35M+ Canadians, while supporting the launch of *Interac* e-Transfer Cards with pre-launch QA and proposing future design enhancements.
- Collaborating with external financial institutions, developers, and product managers to ensure alignment on technical feasibility, product strategy, and business goals.
- Creating exploratory UX concepts for future products through conducting competitor research, mocking designs, and presenting end-to-end flows to business stakeholders.

Experience Design Co-op @ EA SPORTS FC — 05/2024 - 12/2024
- Supported FC25 post-production by mapping IA, creating UI assets, and reviewing builds to ensure smooth user experiences for 11M+ players.
- Designed four core FC26 features focused on streamlining user flows to reduce navigation friction and maximize gameplay engagement.
- Partnered with developers, game designers, producers, and product managers to ensure design system consistency, align on technical constraints and feature goals.

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, internal tools, and marketing assets.
- Designed responsive interfaces using Figma and prototyped high-fidelity concepts across desktop, mobile, and tablet.
- Improved team efficiency by organizing workflows, design critiques, and social initiatives.

Brand Design Intern @ OnDeck AI (YC S25) — 02/2024 - 05/2024
- Refreshed OnDeck's brand identity, designing assets and visual guidelines that led to a 20% increase in media following.
- Worked with the CEO and marketing teams to align designs with conservation-focused goals.

PROJECTS & AWARDS

Lead Product Designer — Dialog — 10/2023
- 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
- 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

EDUCATION

The University of British Columbia

B.S. in Cognitive Systems

Expected graduation: 05/27

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