KAI HSU

Sr. Product Designer

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Profile

Passionate about crafting compelling products, I am committed to excel and continuously improve in my work. My journey from computer science to human-centric design has led me to become a senior product designer, leading projects across platforms. I mix human nature with seamless functionality, prioritizing user-friendly solutions that hit business goals. Bringing innovation and intuition to life, I'm eager to embrace new opportunities and make a meaningful impact.

Experience

Sr. Product Designer

BlueJeans by Verizon | Nov 2020 – Present

Crafting end-to-end product experiences with a primary focus on desktop apps. Leading a multi-communication product across various platforms, from conceptualizing high-level layouts to creating high-fidelity design mockups and prototypes, paying close attention to every detail to enhance user experiences. Conducting user interviews and usability testing to ensure user satisfaction. Collaborating closely with cross-functional teams, including developers and product managers and making sure to deliver consistent design and successful implementation.

Interaction Designer

BlueJeans by Verizon | May 2017 – Nov 2020

Focus on enhancing user experience through thoughtful interface interactions. Define and refine how users interact with controls, buttons, and navigation elements, creating interactive prototypes to visualize and validate these interactions. Increase user engagement and satisfaction through micro animation and intuitive onboarding process. Redesign user flow and ensure visual consistency and coherence across the app.

Designer

BlueJeans by Verizon | Mar 2017 – May 2017

Work closely with marketing team to create visual assets for marketing campaigns, including social media graphics, banners, ads, brochures, flyers, event booth design, and other promotional materials, digital and print. Setup marketo and sendgrid email templates. Create templates for marketing collateral and ensure brand consistency across all marketing materials, maintaining brand guidelines, and creating brand identities for new campaigns or products.

Web UX/UI Designer

Freelance | Sep 2014 – Present

Design and develop website from scratch and incorporate with website platforms. Communicate with clients to understand their design needs, project scope, target audience, branding guidelines, and overall goals for the website. Create website layouts, wireframes, and mockups to visualize the website's structure and design. Translate the designs into HTML and CSS code to bring the website to life and ensure proper functionality, responsiveness across browsers.

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Education

Web Design & New Media | Master of Fine Art

Academy of Art University | San Francisco, CA | Sep 2013 – May 2016

I have acquired a wide-ranging skillset in modern interaction design through various classes and lectures. Digital prototyping and user-centered problem-solving have become my strengths, making me well-suited for the industry. I received training as a strategic thinker, producer, and technologist, prepared to lead innovation in interaction and experiential design. Additionally, I have honed my fundamentals in design thinking, visual communication, user experience, and technology.

Computer Science | Bachelor of Science

National Chiao-Tung University | Taiwan | Sep 2007 – Jun 2011

Obtained a solid understanding of algorithmic processes and computation, nurturing my logical thinking and problem-solving skills. With a background in computer science, I grasp product structures and back-end technologies more easily. My coding experience is a valuable asset for creating functional prototypes and front-end development, streamlining the design process by addressing technical constraints efficiently.

Skills

UX/UI Design	Prototyping
User Research	Wireframing
Usability Testing	Data Visualization
Interaction Design	Information Architecture
Visual Design	Design Systems
Web Design	Figma
Responsive Design	Sketch
Motion Graphics	Adobe Creative Suite
Video Production	Front-end Development (HTML/CSS)

Interests

Manga & Anime	Sweets Baking
Outer Space	Cat-Sitting (for my friend)
Alien	Traveling
Astrology	Plants
Foreign Language	Video Editing