

HSIAO-HO HSU

646-797-6632 | notsimplyyes.com | notsimplyyes@gmail.com

I am an user experience designer whose design focus is to explore clear ways for people to consume information and intuitive ways to interact with technology. I enjoy challenges, teamwork, brainstorming with others.

SKILLS

Creative concepting, Problem solving, Information architecture, Wireframes, Product development, Rapid prototyping, CSS and HTML, Physical and digital interface design

EXPERIENCE

ustwo™ studio, NY

Lead Interaction Designer, Feb 2013 -- Present

- Imagining next generation's digital products.
- Led creative thinking of a J.P. Morgan's equities monitoring application redesign.

Digitas Inc., NY

Lead Interaction Designer, May 2010 -- Jan 2013

- Designed a data-enabled site that aggregated ten web services. Launched it in six months with an agile team which originally estimated a one-year build. It resulted in increased usage of all services, some to 600%. This project also garnered praise from senior leadership, reinstating a healthy client relationship.
- Reorganized a vast collection of transactional data American Express had, providing a fresh perspective on business card statements. The solution gave users a holistic view of their business's financial activities in a snapshot. The proposal pushed senior clients to re-think their business strategy.

Senior Interaction Designer, Oct. 2008 -- May 2010

- Designed online tools and platform for American Express card acquisition that drove 85% cardmember conversion.
- Redesigned American Express's travel site to support different payment methods.

Interaction Designer, Nov. 2006 -- Oct. 2008

- Designed conceptual and functional user interfaces, improving web usability.
- Created site maps, wireframes, flowcharts, functional and presentation specifications.

Modus Associates, NY

Freelance Interaction Designer, Sep. -- Nov. 2006

- Worked with art directors and content strategists to create user interfaces and visual identities for software and websites.
- Clients include Morgan Stanley, Coldwell Banker and SIRIUS Radio.

NDD Design Taipei

Industrial Designer, Sep. 2003 -- June 2004

- Conceptualized, visualized and prototyped mobile phones, mp3 players and LCD monitors for international consumer electronics firms.
- Designed interactive promotional kit. Kit was company's primary marketing tool at CeBIT 2004.

EDUCATION

New York University, New York, USA

MPS Interactive Telecommunication Program (ITP), 2006

National Cheng-Kung University, Tainan, Taiwan

B.S. Industrial Design, 2002

LANGUAGES

English and Mandarin