HSINGII BIRD

PRODUCT DESIGNER she/her

hsingii
nihao.
com

EXPERIENCE

Lead Designer / **Injoy** / 02/2023 - present

- Defined goals and design strategy based on user research, stakeholder interviews, and competitors analysis for the intestinal health tracking app
- Developed branded and visual appealing design system, defined patterns, and collaborated with developers for smooth implementation
- Built collaborative relationships with key partners by driving priorities aligned to business goals, and gaining buy-in from executive leadership
- Brainstormed ideas, utilized wireframes and prototypes for effective communication
- Utilized user feedback analysis to drive design iterations, enhancing existing features and planning new features that align with user needs and business objectives
- Managed design team through design methodology and provided guidance on project-based design tasks
- Launched intuitive mobile app that resulting in 14% increase user retention rate

Lead Designer / **CrowdDoing** / 03/2022 - present

- Provided strategic direction and vision for the nature and health tracking app (MVP)
- Partnered with cross-functional teams, managed design projects and design team
- Developed design system and design guidelines to enhance user experience while ensuring mobile app, website, and marketing campaigns are on-brand
- Brainstormed ideas, utilized wireframes and prototypes for effective communication
- Collaborated with developers for smooth implementation
- Utilized user feedback analysis to drive design iterations, enhancing existing features and planning new features that align with user needs and business objectives

Digital Designer / **Grindr** / 02/2018 - 01/2023

- Created and maintained company branding and implemented brand consistency across digital platforms for the social dating app
- Developed concept high-impact native ads, designing microsites, and maintaining calendar UI for event activations
- Collaborated with UX research efforts iterating design assets and effectively improving impression and conversion rates
- Conducted usability interviews and analyzing findings and uncovering opportunities for small features and company website redesign
- Collaborated with developers for smooth implementation
- Resulted in 25% increase user engagement rate

Visual Designer / **ShopNation** / 03/2017 - 07/2017

- Developed company style guides and implemented brand consistency across the mobile and web platforms
- Analyzed findings and uncovered opportunities in designing small features for B2C e-commerce product

Sr. Graphic Designer / **Hallmark** / 10/2014 - 12/2015

Graphic Designer since 2004

EDUCATION

BFA. in Studio Art and Graphic Design, California State University, Long Beach (2004-2008)

METHODOLOGIES

Agile and User-centered Design Thinking

TOOLS

Figma and Adobe CC primarily

USER RESEARCH

User Interviews, Surveys, and Usability Testings

SKILLS

User Interface · User Experience · Wireframing · Prototyping · Design System · Visual Design · Digital Production · Branding · Usability Testing

SOFT SKILLS

Problem-solving · Collaboration · Data-driven Design · Communication · Creative Direction · Organization · Management