

# Renee Hsu

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## EDUCATION

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### Purdue University

Aug 2023 – May 2027

Bachelor of Science in User Experience Design (UX). Minor in Psychology, Communications (GPA 3.4)

## EXPERIENCE

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### Inline

May 2022 – Aug 2024

UX Designer Intern

Taipei, Taiwan

- Spearheaded redesign project for online queuing system, decreasing customer wait times by 30% and significantly improving customer satisfaction.
- Collaborated within a 2-person team to develop a fully functional prototype within a 10 week time frame.

Web/Graphic Design Intern

May 2022 – August 2022

- Partnered with 50+ restaurants and virtual kitchens on landing page/poster design details such as location, enhancing menu items, and overall interface, improving brand recognition during Covid-19.

## PROJECTS

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### Innovatemap x Purdue

Aug 2024 – Present

- Collaborating within a 6-person design team to partner with stakeholders, building a user-centered website that addresses core user needs through iterative design and feedback.

### Kayak x Purdue

Jan 2023 – Apr 2023

- Designed and implemented a group travel prototype within the site, featuring 11 functional web pages with over 20 actionable feature improvements, leading to a more intuitive website interface, streamlined user flow, and an overall enhancement in user experience.

### Purdue Hackathon Website

Jan 2023 – Mar 2023

- Independent UX designer on development team, redesigned and launched website within 2 months, engineering layouts, UI elements, and brand/style guides that increased user engagement.

## EXTRACURRICULAR / LEADERSHIP

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### Polytechnic College Student Council

Aug 2024 – Present

- Lead Graphic Designer/Social media manager, boosted accounts growth by 27% since takeover.

### Purdue's Polytechnic College Ambassador

Jan 2024 – Present

- Directed university-wide tours and facilitated both virtual and in-person informational sessions for up to 300+ incoming students.

### 2024 InnovateHer Hackathon

March 2024

- 1st place for *Overall Best App* and *Best Financial Literacy App*.

## SKILLS

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**Design Skills:** User Experience Design (UX), User Interface Design (UI), User Interaction Design, Visual Design, Design System, Human-Computer Interaction Design, Prototypes, Wireframes, Mobile App, Web Design, Mockups, iOS Development, Information Architecture, Product Management, Visual Deliverables

**Research Skills:** User Interviews, User Testing, A/B Testing, Design Strategy, Persona Building, User Journey Mapping, Behavior Analysis, User Feedback, Heuristic Evaluation, Technical Constraints Knowledge, Discovery Interviews, Competitor Analysis, Research Plans, iterative design improvements.

**Technical Skills:** Wireframing (Figma, Axure RP, Framer), Adobe CC (Illustrator, Photoshop), Languages (HTML, CSS, Javascript), Prototyping (Framer, Webflow), Project Management (JIRA, Notion), 3D Modeling (Blender) SEO Management (Google Analytics), Collaboration (Miro, Figjam).