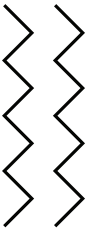


Ching Hsieh

www.chinghsieh.com
pw: goforward



PROFESSIONAL EXPERIENCE

Caption Health, Brisbane, CA • May 2016 - Present

Product Design Lead

- ▶ Lead designer for Caption AI™, the world's first AI-guided medical imaging acquisition system, authorized by the FDA in Feb 2020
- ▶ Conduct formative + summative research to uncover usability insights and drive design strategy behind product roadmap
- ▶ Manage 1 direct report + 2 design contractors, providing design direction + mentorship to ensure project success
- ▶ Steer art direction for brand + marketing collateral: digital assets, promotional campaigns, product demo videos, and sales enablement

Fivestars, San Francisco, CA • Nov 2012 - Mar 2016

Sr. Product Designer

- ▶ Led design for Merchant Dashboard web platform; worked closely with developers + product manager on user experience + research
- ▶ Launched iOS + Android apps v1.0 by collaborating with CEO, UX Director, and developers on planning, strategy, and final deliverables
- ▶ Redesigned web login, customer dashboard, and map search pages (desktop + mobile responsive)
- ▶ Oversaw brand + visual design across all products; mentor junior designers; advocate for design process in Agile environment

Reclip.It, New York, NY • Dec 2011 - Aug 2012 (500 Startups Summer 2012 Accelerator Program)

Product Designer

- ▶ Responsible for the UI/UX concept, iteration, and execution of new social platform for discovering online coupons + deals
- ▶ Designed and created prototypes, wireframes, user interaction flows, info architecture, visual language/standards, and final high-fidelity mockups and assets for development
- ▶ Applied user-centric design principles to optimize conversion, produce rapid iterations in an Agile environment based on usability interviews and target market research
- ▶ Provided logo and icon designs, copywriting and editing, marketing collateral, and infographics for presentations

On Design, New York, NY • Jan 2010 - Dec 2011

Designer

- ▶ Led the conceptualization and execution of print + digital design solutions for a variety of clients, including: American Museum of Natural History, Twin Parks Montessori School, Laurel Hill Foods, Rockefeller Brothers Fund
- ▶ Built sitemaps and wireframes for new web projects; prepared specs and delivered final files and designs to developers
- ▶ Interacted with clients and updated clients' sites using Wordpress, Drupal, and other content management systems
- ▶ Prepared presentations, assisted in photoshoots, research, color-retouching, PDF and FTP file management
- ▶ Coordinated with printers detailing project timeline and pre-press deliverables

EDUCATION

Parsons The New School for Design, New York, NY • Sept 2008 - Aug 2009

Graphic Design, Associate in Applied Science (AAS)

University of Southern California, Los Angeles, CA • Aug 2003 - Dec 2006

B.A. in Communication, minor in Communication Design

CONTINUING EDUCATION

General Assembly, San Francisco, CA • Nov 2015

Advanced UX: Preventative Design for Human Error

NYU School of Continuing Professional Studies, New York, NY • Jun 2011

Information Architecture 1: Foundations

TOOLS

Adobe Photoshop, Illustrator, InDesign, Acrobat, Sketch, Figma, Framer, InVision, Zeplin, Microsoft Word, Excel, Powerpoint, Keynote, Github. Experienced with front-end HTML/CSS, iOS + Android platforms.

LANGUAGES

Mandarin Chinese, English, conversational French

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