

Margaret Hsiao

Experience

UX Designer | King County Metro

Jul 2023 - Aug 2024 | Internship | Seattle, WA

- Applied heatmap analysis and user research to redesign King County Metro's business website, improving accessibility and **increasing user engagement by 16%**.
- Developed guidelines for transit websites and newsletters for businesses, ensuring brand consistency.
- Directed business newsletters for 17,000+ subscribers, boosting click rates by 1744% in 1 month through organic content strategies.

Product Designer | Microsoft

Dec 2023 - Jun 2024 | Sponsorship | Seattle, WA

- Collaborated with PM, researcher, and UX designer to align user needs and business goals for Microsoft's online learning community.
- Conducted 20+ user interviews, usability tests, surveys, and persona development to enhance design decisions and user satisfaction.
- Created wireframes, prototypes, and mockups; contributed to **design system improvements for consistency and scalability** across Microsoft Learn.

Marketing and Product Designer | JIA: Educational AI Storybook

Jan 2023 - Jul 2023 | Seattle, WA

- Built a start-up's marketing website and conducted market research, creating ads that boosted traffic and **increased ad engagement by 25%** in 6 months.
- Applied consumer behavior insights and economic trends to enhance business strategies and target market understanding.
- Collaborated with engineering to prioritize needs, problem-solve, and align content with business objectives.

Sales Support Specialist | Cvilux USA Corp.

Apr 2021 - Jul 2022 | Seattle, WA

- Negotiated and sold electronic connectors to tech and semiconductor companies, helping increase sales from \$1M to \$2M in 1 year.
- Provided sales support with data entry, customer follow-up, and ERP tasks.
- Monitored **market trends, customer strategies, and competitive activity**, while coordinating global team progress to ensure timely, on-budget project delivery and align sales forecasts with revenue goals.

UX Designer | Emma B. Andrew Diary Project

Oct 2020 - Mar 2021 | Internship | Seattle, WA

- Led a web development team to create a platform preserving rare Near Eastern texts, increasing global accessibility and engagement.
- Managed cross-functional collaboration with scholars by integrating traditional research with digital tools which resulted in a 30% improvement in computer literacy for students and scholars.
- Enhanced platform usability by **directing user testing and implementing iterative design changes** which resulted in a 26% reduction in user navigation errors.

Portfolio: margaretuxdesign.com
[linkedin.com/in/marg-h/](https://www.linkedin.com/in/marg-h/)
hmarg321@gmail.com

Education

University of Washington, Seattle

Master of Engineering

Human Centered Design & Engineering

- Dean's List High Scholar
- 1st Place TechTogether Hackathon

University of Washington, Seattle | 2017 - 2021

Bachelor of Arts

Visual Art; Communication Journalism

- Minor: Informatics
- Excellent Journalist Scholarship
- President Service Award

Skills

Design

Wireframing · **Prototyping** · Interaction design · **Information architecture** · Visual design · Responsive design · **Design systems** · Accessibility · Journey map · User flows · Storytelling · Design thinking · Branding · Content creation · Content strategy · Persona · Marketing strategy · UX/UI design · Component design · Mobile design (iOS/Android)

Research

UX research · **Usability testing** · A/B testing · **Qual/Quant research** · Competitive analysis · Focus groups · Heuristic evaluation · Heatmap analysis · **Market research** · Concept testing · Data analysis

Tools

WordPress · **Figma** · Adobe XD · **HTML/CSS** · Adobe CC · **Illustrator** · **Photoshop** · InDesign · Google analytics · CRM · Meta ads manager · Miro · UsabilityHub · ERP · Microsoft office · InVision · Sketch · Jira

Other

Agile methodology · **Cross-functional collaboration** · SEO · Video production · Customer service · Product management · Business development · Mandarin (fluent) · Korean (intermediate) · Japanese (beginner)