



# Sharon Tsao

UX Designer

she/her

I'm committed to designing delightful experiences that improve quality of life and empower the user.

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## SKILLS

### Design

Design Sprints, UX + UI Design, Product Strategy, Information Architecture, Wireframing, Rapid Prototyping, Graphic Design, Animation (basic)

### Research

Competitive Analysis, User Interviews, Surveys, Personas, User Stories, Usability Testing, A/B Testing

### Tools

Figma, Sketch, InVision, Miro, Adobe Creative Suite, GitHub, UsabilityHub, HTML + CSS

## EXTRA

### Captain

Austin Torch, Professional Women's Ultimate Team

## RECENT PROJECTS

### UX Researcher + Designer | NewHomeSource | Present

- Redesign web and mobile real estate shopping sites that have seen increased traffic and leads by 90% YOY
- Maintain and contribute to design systems across different products

### Lead UX Designer | Confidential Client | Present

- Concepted and designed a web platform that connects homebuilders and homebuyers
- Collaborated with engineering to create UX solutions and deliver appropriate requirements

## EXPERIENCE

### Senior UX Designer | Rocksauce Studios

June 2019 - Present; Austin, TX

- Lead design projects across the entire product lifecycle and iterate through multiple launches
- Lead design sprints and design thinking workshops
- Craft UX artifacts and conduct user testing
- Assess existing products and implement updates to support business goals

### Graphic Designer | Freelance

2013 - Present; Austin, TX

- Develop brand identities and editorial illustrations

### Research Associate | Baker Institute for Public Policy

2014 - 2019; Houston, TX

- Developed evidence-based policies with a focus on science and technology issues
- Increased engagement of our science outreach initiative to over 4,000 underserved students

## EDUCATION

**Bloc** | UX and Frontend Dev Bootcamp | 2019

**UT Austin** | B.S. in Neurobiology | 2013