

# Daisy Wan-Yun Hsiao

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## Graphic / Visual Designer

Accomplished design expert with 10+ years of experience creating compelling multimedia content for major clients across fashion, gaming, biotech, and marketing industries. Established branding strategist with proven record of success collaborating with emerging and established organizations. Strong multilingual communicator skilled at training and leading international teams and authoring content in English, Cantonese, and Mandarin.

### Areas of Expertise

- Promotions & Brochures
- Informational Flyers
- Packaging Design
- Catalogs & Newsletters
- Web Content & SEO
- UX / UI
- Wireframe & Prototype
- User Research & Studies
- Logo Creation
- Brand Management
- Product Photo Enhancement
- Visual Merchandising

### Career History

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**Goosy.World** | Freelance UX / UI Lead | Remote May'20 - Present

An application design includes AI/ML functions. My role involved personas with user pain points, user stories, journey mapping, competitive audits and ideation then to wireframing and to UI.

- Skills: Persona, Storyboarding, Wireframing, Prototyping, User Research Studies
- Tools: Sketch, Figma, Photoshop, Illustrator, Flutter

**Affinato Lunetta** | Freelance UI Lead | Remote, Taipei, Taiwan Sep'20 – Jul'21

UI lead for the new responsive multilingual website with marketing campaign according to any calendar events. Rebranding with company brand guideline creation.

- Skills: Visual Design, Campaign & Branding, Project Management
- Tools: Photoshop, Illustrator, InDesign, Adobe XD, Wix

**Hitachi Vantara** | Visual Design / Marketing Coordinator | On-site, Santa Clara, CA, USA Jun'18 – Mar'20

Spearhead branding strategies through innovative multimedia channels including webinars, video content, and social media engagement. Direct cross-functional design teams to manage projects and organizational content. Lead widget development, web page improvement, and customer experience enhancements. Create and manage brand-centered content including editorial reviews and digital promotions. Connect with clients through email. Collect, analyze, and report data on international marketing initiatives communications.

- Skills: Data Visualization, Oversaw marketing materials used in product launch, Monitored activities & events budget and return on investment (ROI).
- Tools: Photoshop, Illustrator, Tableau, MS Powerpoint

**Meigae International, Inc.** | Freelance UI Lead / Visual Designer | Remote, Taiwan Oct'14 - Present

Lead product photoshoots and digitally enhance pictures utilizing industry-leading photo editing software. Design branded materials including website content, print banners, promotional materials, and business cards.

- Skills: Recreated and revitalized cohesive brand identity, including logo, website, and print materials development.
- Tools: Photoshop, Illustrator, InDesign, WordPress

**The Central Clinic** | Freelance UI Lead / Visual Designer | Remote, Hong Kong Jan'19 – Sep'19

Lead innovative multichannel marketing strategies, including promotional material design and website development.

- Skills: Created strategic branding materials with expert design of business cards, logos, and office graphics.
- Tools: Photoshop, Illustrator, InDesign

# DAISY WAN-YUN HSIAO

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**EcoWaterless** | Freelance Lead Visual / UX / UI Designer | Remote, Vancouver, Canada May'16 – Feb'18

Website structure design, development, and maintenance to improve e-Commerce functions and website wireframe. Authored company brand book, determined flyer design, and managed popup shop booth.

- Skills: Developed effective teams of creative professionals by scouting, hiring, training-potential candidates. Restructured and strengthened company identity through logo, application, and website development.
- Tools: Photoshop, Illustrator, InDesign, Figma

**Bears Nutrition** | Freelance UI Lead / Visual Designer | Remote, San Francisco, CA, USA May'16 – Feb'18

Lead website and wireframe design to create consistent branding image across print and digital media. Created web-based and social media content for SEO and monitored search data to track and benchmark user engagement.

- Skills: Crafted organizational identity through consistent design strategies in creating logos, web pages, and products such as beverage packaging.
- Tools: Photoshop, Illustrator, InDesign, Shopify

**CSBio** | Lead UX / UI / Visual Designer | On-site, Remote, Menlo Park, CA, USA May'15 – Feb'18

Recreated e-Commerce functions with code editing and WordPress expertise. Created website banner, SEO content, social media pages, and logos. Designed promotional flyers and trade show booth with in English and Chinese.

- Skills: Developed informative keynote presentation to showcase recreated branding identity to key clients.
- Tools: Photoshop, Illustrator, InDesign, WordPress

**666Bet** | Creative Director | On-site, Taipei, Taiwan Dec'14 – Apr'15

Directed design of digital wireframes, mobile applications, and websites in three languages. Maintained company webpages and promotional material design.

- Skills: Headed dynamic creative team to lead website/application development in multiple languages.
- Tools: Photoshop, Illustrator, InDesign, Sketch

**Initial Rewards** | Lead UX / UI / Visual Designer | On-site, London, England Oct'10 – Aug'14

Developed promotional marketing materials, and client communications. Trained and led creative teams to coordinate strategic merchandise designs for gifts, clothing, stationaries, and chipsets. Developed wireframes and HTML mailers.

- Skills: Designed engaging digital slot games for multiple online casino publishers.
- Tools: Photoshop, Illustrator, InDesign, CRM Platform

## Additional Experience

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**Design Intern** | Alexander McQueen, London, UK Summer 2007

**Nurse Unit Volunteer** | Stanford University Health Care, Palo Alto, California, USA 2018 - 2020

## Education

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**MA in Graphic Design Communication** | Chelsea College of Art and Design, London, UK Jan'08 – Jul'09

**BA in Graphic Design** | Central Saint Martins College of Arts & Design, London, UK Sep'03 – Jul'07

**Completed Marketing without Money Course** | Stanford University – Palo Alto, CA, USA May'15

**Fundamentals of Digital Marketing Course** | Google Digital Garage – Self-Study Online Apr'20

**Google UX Design Professional Certificate** | Google – Self-Study Online Jun'21 – Present

## Technical Proficiencies

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**Design Tools:** Adobe Creative Suites: (Photoshop, Illustrator, InDesign), QuarkXPress, Sketch, Adobe XD, Figma, Dreamweaver, WordPress, Wix

**Software:** R.S.A Diploma, Tableau, MS Office