Daisy Wan-Yun Hsiao | UX/UI Product Design Leader

New York, NY, +1 (779) 703 9700, hsiaodaiz@gmail.com
Portfolio - www.daizh.com, LinkedIn - www.linkedin.com/in/daisyhsiao/

PROFESSIONAL SUMMARY

Senior product design leader with 17+ years delivery enterprise-grade workflow across B2B payments, POS/back-office platforms, and med-tech systems. Strong in discovery with executives, translating complex constraints into clear, low-risk user experiences. Known for improving onboarding and repeat-task efficiency, building alignment across Product and Engineering, and shipping polished, implementation-ready specs.

CORE SKILLS

- Enterprise UX: Complex workflow, role-based experiences, error prevention, repeat-task optimization
- Product Strategy & Discovery: Workshops, journey mapping, research synthesis, roadmap collaboration
- Execution: End-to-end UX/UI prototyping, interaction specs, developer-ready handoffs
- System Thinking: Design systems, cross-platform consistency (web/mobile/POS), accessibility fundamentals
- Measurement Mindset: Experimentation planning, behavioral metrics, funnel thinking
- Tools: Figma, FigJam, Sketch, Adobe XD, InVision, Miro, Mural, Adobe CC, WordPress / Shopify / Wix / Framer, Tableau, Google Analytics, MS Office

SELECTED IMPACT

- Reduced onboarding friction by 80% for an enterprise payments platform, driving higher activation
- Improved returning-user engagements by 15% through dashboard redesign and nudges
- Improved usability and safety in an operating-room UI via clearer patterns and error reduction

EXPERIENCE

NCR Voyix - UX/UI Designer - Remote, NY, USA   Aug 2025 - Present
Global digital commerce (SaaS, POS, Back-office platforms)

- Designed **enterprise, role-based workflows** across POS, mobile, and back-office platforms, improving **cross-platform task completion** and reducing operational friction
- Led **end-to-end UX execution** from discovery through **interaction specs and developer-ready handoffs**, partnering closely with Product and Engineering to balance user needs, platform constraints, and scalability
- Conducted **usability testing and iterative validation** with UX research support, translating insights into measurable workflow and efficiency improvements

TASSAT - Lead UX/UI Designer - Hybrid, NY, USA   Sep 2022 – Oct 2024
Private-blockchain B2B real-time payment (SaaS)

- Led **product discovery and strategy workshops** with C-level stakeholders to define vision, map **enterprise journeys**, and identify new revenue opportunities
- Redesigned **enterprise onboarding and lifecycle workflows**, reducing friction by **80%** and improving activation and retention through clearer guidance and error prevention
- Built and maintained a **component-based design system** in Figma, improving system consistency, accessibility alignment, and reducing developer handoff time by **60%**

JOHNSON & JOHNSON - Product Designer III - Hybrid, NY, USA   May 2022 – Jul 2022
MedTech (VELYS) surgical-robotics platform

- Refined **safety-critical operating-room UI workflows**, improving clarity, predictability, and error prevention in high-risk clinical environments

- Partnered with Engineering to ensure **WCAG 2.1 AA accessibility compliance** while maintaining **multi-brand design system consistency** across regulated products

VAIMO - UX/UI Designer - Remote, NY, USA   Nov 2021 – Apr 2022
Global e-commerce agency
- Led **UX audits and journey analysis** for 8 enterprise storefronts; translating findings into **data-informed conversion and retention improvements**
- Planned and executed **CRO and A/B experiments**, optimizing checkout and **multi-session user flows** using behavioral metrics and funnel analysis

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ADDITIONAL FREELANCES

Engagement Impacts:
- Improved returning-user engagement by **15%** through **dashboard redesign, behavioral nudges, and experimentation-driven UX decisions**
- Increased multi-session completion rate for key flows (loan onboarding, payment setup) through friction reduction and clearer guidance

Client includes:
- Affinato Lunetta (e-commerce): Rebranded store; launched multilingual responsive site that boosted direct purchase by 15% in the first two months
- CSBio (Biotech): Re-platformed e-commerce and brand; traffic and order value up by 10% within three months
- EcoWaterless / Bears Nutrition / Central Clinic: Visual identities, Shopify / WordPress builds, event & POS materials; managed photo shoots and art-directed cross-functional creatives
- Creative Director, 666Bet in Taipei, Taiwan
- Lead UX/UI Designer, Initial Rewards in London, UK
- Design Intern, Alexander McQueen in London, UK

(Details available on request; early roles emphasize leadership, multilingual branding, and agile delivery.)

EDUCATION & CREDENTIALS

Training concentrated on AI product design, experimentation, and behavior-driven UX

- Chelsea College of Art & Design, London - MA, Graphic Design Communication (2009)
- Central Saint Martins, London - BA, Graphic Design (2007)
- Certifications & Professional Training (UX, AI, Experimentation)
  - o Stanford: UI/UX Design for AI Products Corse (2025)
  - o Coursera: GenAI for UX Designers Certificate (2025)
  - o Meta: Front-End Development Intro Certificate (2024)
  - o Harvard Business School Online: Design Thinking & Innovation (2023)
  - o Google: UX Design Professional Certificate (2021)
  - o Stanford: Marketing without Money course (2015)

ADDITIONAL

Languages: English, Mandarin, Cantonese