

ABOUT ME

Dynamic design leader in UX and product design, I transform complex goals into user-centered strategies with measurable results. Skilled in building high-performing teams, product development, and creativity. Aiming to drive influencer collaboration and brand growth.

KEY STRENGTHS

- **User-Centric Design:** Advocate for user needs, developing solutions that enhance usability and satisfaction.
- **Strategic Leadership:** Expert in goal-setting, fostering collaboration, and aligning teams with organizational objectives.
- **Data-Driven Decision Making:** Leverage analytics and user research to shape strategies and measure outcomes.
- **Product Innovation:** Design intuitive products that address real-world challenges and push technological boundaries.
- **Technical Proficiency:** Experienced with tools such as Figma, Adobe Creative Suite, and Jira for design and collaboration.

PROFESSIONAL EXPERIENCE

2021 - 2024

Director of Creative & Product Development, FriendFinder Networks Inc., Campbell, CA

- Revitalized Dating Product: Conduct product transformation, increasing subscription revenue by 30% with strategic design.
- Innovated Design Culture: Streamlined processes to cut design time by 25%, boosting team productivity and morale.
- Enhanced Product Growth: Improved UX/UI for B2C/B2B, increasing product usage and satisfaction by 40%.
- Boosted User Acquisition: Guided research, driving a 30% increase in signups for social products within one quarter.

2017 - 2021

Creative Director, FriendFinder Networks Inc., Campbell, CA

- Directed Successful Redesigns: Led UI/UX redesign, achieving a 120% rise in membership revenue and 40% in mobile reorders.
- Led High-Performing Team: Built a diverse global team that drove innovation, resulting in quarterly bonuses for performance.
- Championed User-Centricity: Applied A/B tests to increase live-stream product usage by 50% with data-driven design.
- Bridged Product and Marketing: Streamlined creative submissions, optimizing Adbuy and SEO, raising affiliate signups by 20%.

2015 - 2017

Creative Manager - Sr. Creative Manager, Various Inc., Sunnyvale, CA

- Established Design System: Created a design process based on Material UI, reducing workloads for teams by 30% overall.
- Executed Successful Redesigns: Launched new UX/front-end, increasing B2B subscriptions by 25% for model studio platform.
- Cultivated Creative Culture: Empowered holistic thinking and consistency in UX vision across miscellaneous product releases.

2014 - 2015

UI Lead, Various Inc., Sunnyvale, CA

- Drove IPO Success: Launched key features like profile view and Tinder swipe, significantly impacting the company's IPO.
- Pioneered User-Centric Approach: Introduced Usertesting.com methods, uplifting user engagement by 20% in one quarter.
- Instituted Professional Design Tools: Standardized processes with UXPin, and Figma, picking up collaboration and efficiency.

2010 - 2014

UI Designer - Senior UI Designer, NXTCloud, Sunnyvale, CA

- Launched Company from Ground Up: As a founding designer, evolved design strategy and brand identity for future growth.
- Designed Core Product Features: Developed key features like Square-based POS flow, establishing a competitive edge.

TECHNICAL SKILLS

- Design & Prototyping Tools: Skilled in Figma, UXPin, Adobe Creative Suite (Photoshop, Illustrator, XD)
- Front-End Development: Educated in React.js, Angular, HTML5, CSS3, JavaScript

- Collaboration & Project Management: Fluent in Jira, Confluence, ClickUp, Storyboard
- Agile Methodologies: Experienced with Scrum, Kanban, Agile, Waterfall

AREAS OF EXPERTISE

- Product Strategy Development
- User-Centric Design
- Metrics and Data-Driven Design
- Digital B2C/B2B Marketing
- Multi-Project Management
- Design Review
- Goal Planning and Achievement
- Interpersonal Communication Skills

EDUCATION & COURSES

2009 - 2009

M.F.A. Computer Arts New Media Design, Academy of Art University

2021 - 2022

UX Design Professional Certificate, Google

2023

Generative AI , Google Cloud

LANGUAGES

Bilingual: Fluent in English and Chinese

LINKS

[Portfolio: rhsieh.com](https://rhsieh.com)

[LinkedIn: in/rosalyn-hsieh](https://www.linkedin.com/in/rosalyn-hsieh)