

Jayson Hsiao

Product Designer

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Experience

Product Designer / Neurocom

04/2021 – 04/2024 (3 Years)

- Designed MemberCheck & GPayments websites: Boosted user engagement with enhanced journeys, minimalism interfaces, and visual aesthetics.
- Developed responsive company websites for GPayments & MemberCheck single-handedly from scratch, leveraging front-end expertise.
- Worked closely with marketing teams, applying UX writing techniques to increase organic traffic by over 30% and enhance keyword rankings, boosting lead generation through strategic SEO practices.
- Managed and enhanced the design system in Figma, achieving uniformity in UI across all brands.
- Collaborated with product managers and developers to design a new features for MemberCheck and Namescan , leveraging user-centered design approach.
- Conducted in-depth user research to gather actionable insights, driving the refinement of design strategies and enhancing user interface solutions.
- Refined design and uncovered performance enhancement opportunities by leveraging GA4 and Hotjar for comprehensive analytics, leading to targeted UI/UX improvements, optimised user experiences and better conversion.

UX/UI Designer / Eidetika Design Agency

09/2019 – 03/2021 (1.7 Years)

- Designed and developed client websites, incorporating modern design trends and ensuring responsive layouts for optimal performance across devices.
- Crafted and executed a UX content strategy, integrating SEO best practices to boost keyword rankings and improve search engine visibility.

Working Right

Full Working Right (Australian Citizen)

Self-introduction

Creative designer with front-end development expertise. Thrives in collaborative environments, continuously learning to craft innovative experiences that engage users and drive business goals.

Tools & Skills

Interface	Development
Adobe	HTML
Figma	CSS
	Javascript
User Research	GitHub & GitLab
	Webflow
Persona	WordPress
Survey	
A/B Testing	
Designing	Marketing
	Google Analytics
Wireframing	GTM
User Interface	Semrush
Design System	Seo
Prototyping	Hotjar
Animation	ActiveCampaign

Education

Master of Information Technology

Queensland University Of Technology

Bachelor of International Business

Queensland University Of Technology

Reference available upon request