

Grace Hsieh

gracehsieh77@gmail.com • <https://gracehsiehdesign.com/> • Atlanta, GA • 917-513-2282

User Experience Designer • Design Strategist

Performance-driven professional and visionary with extensive experience leading the development of human-centered solutions. Demonstrative abilities in creating frameworks that incorporate the human perspective, elevating the user experience, enhancing digital product development and increasing customer adoption and growth within competitive markets. Talent for coordinating projects, promoting a focus on integrating technology to improve human well-being and create sustainable market demand. English and Mandarin bilingual.

- Human-Centered Design
- Business Model
- Lean Startup
- Ethnography Research
- Interaction Design (UI/UX)
- Visual Identity & Branding
- Critical & Analytical Thinking
- Graphic Design & Information Design
- Typography & Calligraphy

Professional Experience

CARE, Atlanta, GA,

7/2017 to Present

Discovery Project Lead | Innovation Team,

Conduct in-depth research, working collectively with knowledge management team, business development team, countries offices and regional innovation hub teams, to identify and procure funding sources and build a holistic approach to executing the organization-wide innovation strategy.

- Researched and designed program and systematic approach to prioritize challenges, generate ideas and foster scope collaboration for supporting experimentations.
- Guided the program through its research and design phase, defining user needs, specifying context of use and evaluating design before the program was shelved due to reorganization initiatives.

Designer and Engagement Strategist | Innovation Team,

Conducted comprehensive research, defining and articulating end-user needs and working collaboratively with design and technical teams to convert these needs into viable and innovative solutions.

- Developed the first Research and Design Team and Innovation Services Team, building the framework, style guide and methodology and standardizing practices that have been adopted by 20+ colleagues globally.
- Co-created the Burundi Innovation Hub, undertaking the design and build of an innovation management system. Defined the theory of change and metrics for tracking portfolios and developed tools that fueled more intelligent business decisions and enhanced process management. Teams using this innovation management system have validated five successful MVP ideas within one year and secured \$2 million in project funding.
- Facilitated varied innovation and design thinking workshops for CARE senior leadership across ten countries to advance program strategy, improve the experience, and promote a design mindset in varied international environments.
- Coordinated and launched Relay! Gender-Based Violence Challenges competition in the Middle East, enhancing visibility of a new partnership model through precision marketing and collaboration between five country offices. Designed all materials including competition web page and received close to 100 promising and evidence-based ideas within a month.

...continued...

Memorial Sloan Kettering Cancer Center, New York, NY**10/2016 to 7/2017****Visual/Interaction Designer | Design & Innovation Group**

Leveraged research data to design a data visualization that predicted and revealed abnormal patient data. Designed 13 scenarios of high-fidelity screens for mobile and iPad along with two interactive prototypes to drill-down insights extrapolated from the research.

- Designed the flow and interface of a digital direct care support platform, providing 24/7 precision care for terminally ill patients.
- Fostered collaboration between more than 15 clinics, nursing staff and operation assistants, conducting in-context clinical observation and interviews to identify and project needs for developing future digital patient experience strategies.

UN WOMEN, New York, NY**1/2017 to 5/2017****Design Consultant | Eastern and Southern Regional Office,**

Led the strategic design and development of animation and infographic assets to increase visibility for the Evaluation Report 2014-2017 ESARO Capacity Development Initiatives.

United Nations Development Programme, New York, NY**9/2015 to 8/2016****Design Intern | Communication and Outreach Department | Design Freelancer | Regional Bureau for Africa**

Heightened communication strategies, designing marketing and communication assets that enhanced internal communications and fundraising needs. Produced Sustainable Development Goals booklets, brochures, PowerPoint Presentations, infographics, social media campaign materials and website updates.

Buffalo Niagara Medical Campus & Design For Social Innovation, SVA, New York, NY**1/2015 to 5/2015****Researcher and UI/UX Designer,**

Designed a dashboard prototype for Buffalo Niagara Medical Campus that streamlined performance tracking to improve the city health outcomes.

Additional Professional Experience

Art Director, 5XRUBY CO., LTD

Event Coordinator & Project Supervisor, CSR-Taiwan Summit Brand Marketing Co. Ltd.

Graphic Designer, Department of Graphic Communication Arts, NTUA

Education

Master of Fine Arts, Design for Social Innovation | School of Visual Arts, New York, NY

Bachelor of Arts, Painting and Calligraphy Arts | Minor, Graphic Communication Arts | National Taiwan University of Arts, Taipei, Taiwan

Certification: Certified Design Sprint 2.0 Facilitator | BF18096 – HIPAA Business Associate

Technical Proficiencies: Adobe Creative Suites, Sketch, InVision, Microsoft Office, Keynote, Principle, Figma, After Effects, Zeplin, Axure, HTML5 & CSS3, Processing, and GitHub

Awards: A' Design Award, Iron Award Winner, Graphics and Visual Communication Design | World Changing Ideas Awards, Finalist | International Design Awards, Honorable Mention, Graphic Design