ROY HSIA
PRODUCT DESIGNER

Portfolio

🖥 http://royhsia.com

Contact

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📞 949-267-8569

Education

Master of Fine Art
Rochester Institute of Technology

UX/UI Design Certification
University of California Irvine

Skills / Tools

- Adobe Creative Suite
- Sketch
- Figma
- HTML
- CSS / SCSS
- Basic Javascript / jQuery

Experience

Product Designer

TikTok | Apr 2021 - Present | Los Angeles, CA

- Working with international teams to enhance TikTok.com video consumption experience, successfully increased user retention and app downloads.
- Collaborated with marketing and global communication team to create microsites and promotional web pages for TikTok community.
- Designed full user journey and interface of TikTok x Apple SharePlay feature on iOS 15.

Senior Product Designer

Walmart eCommerce | Jun 2019 - Apr 2021 | Carlsbad, CA

- Worked with cross-functional teams and led the end-to-end design process form research to prototyping for Walmart Online Grocery substitution experience.
- Led 3 designers to revamp return and exchange experience for Walmart One App . The new experience was launched in Q3 2021.

Senior UX / UI Designer

iHerb | Jan 2018 - May 2019 | Irvine, CA

- Collaborated with product and engineering teams to rebuild the entire shopping journey and checkout process for iHerb global mobile apps. Average order total and checkout rate were greatly increased .
- Created an UI library and micro interactions for overall iHerb visual experience enhancements.

Lead Designer

VoyageOne Group / Sneakerhead.com | Mar 2016 - Dec 2017 | Cerritos, CA

- Piloted design directions across all Voyageone online properties including Sneakerhead.com, iKicks.com, Liking.com, and its TMall storefronts in China.
- Worked with international teams for content localization, overseeing design directions and mentoring junior team members.

Founder

VIBELIFE | Sept 2014 — Mar 2016 | New Taipei City, Taiwan

- Conducted research and competitor analysis to validate business goals, discover customer insights and ideate solutions for vibelife.com.
- Executed all UX/UI solutions. Cooperated with third party engineers for e-commerce platform development and usability testing.

Lead Designer

Sneakerhead.com | Aug 2007 — June 2014 | Cerritos, CA

- Designed Sneakerhead.com on desktop and mobile platforms. Coordinated internal teams for events, updates, and new features.