Nancy Hsiao

Product Designer with 5 years of B2B and B2C experience and a background in psychology. I solve complex UX challenges and create intuitive, data-driven experiences. I'm looking for a role where I can build meaningful products, contribute to scalable design systems, and collaborate cross-functionally.

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WORK EXPERIENCE

Senior Product Designer

Conexsys Registration Nov 2022- Present

- **Streamlined event check-in experience:** Redesigned badge printing workflows for a core B2B app, achieving 50% faster check-ins and cutting staff training time by 30%.
- **Optimized a core B2B app experience**: Led enhancements to the MyLeads lead retrieval app, increasing user retention and receiving positive feedback from 10K+ active users during the transition.
- **Built and scaled a design system**: Sole designer responsible for creating a scalable design system, accelerating design decisions and ensuring visual consistency across platforms.
- **Shipped impactful B2C and B2B solutions:** Researched and launched a B2C e-commerce order management system, streamlining operations through cross-functional collaboration.
- **Delivered user-centered, accessible design:** Led UX efforts including competitive analysis, user flows, personas, wireframes, and mobile-first design to support inclusive, user-centric product development.
- **Strengthened brand and strategic design:** Implemented new branding and strategic design principles across products to align user experience with business goals.

Freelance Product Designer

uApply (AI-powered immigration platform) Jun 2025 - Dec 2025

- **Simplified user journey:** Clear, conversational AI flows reduced drop-off rates by 35% during onboarding.
- **Designed AI-powered onboarding flow:** Built a chat-based flow to auto-generate personalized application profiles
- **Created AI-driven consultant matching:** Built AI-powered flow to match users with RCIC consultants based on needs and smart summaries
- **Streamlined pre-submission process:** Integrated AI-generated document checklists and survey forms to reduce errors and improve form accuracy.

UX/UI Designer

My Good Real May 2022 - Nov 2022

- **Boosted lead generation:** Implemented a login popup feature for real estate listings, increasing conversion rates by 22%
- **Led UX design for B2B platform:** Developed personas, customer journey maps, user flows, wireframes, and prototypes for MyGoodReal

UX/UI Designer

R3 Wellness Boutique Oct 2021 - Oct 2022

- **Increased virtual appointments:** Converted 20% of walk-in appointments to virtual sessions through improved UX and process design
- **Developed customer-focused e-commerce platform:** Identified pain points and leveraged competitive analysis to drive platform success
- **Designed product visuals:** Created wireframes and both low- and high-fidelity mockups to communicate product functionality

EDUCATION

Bachelor of Arts

University of British Columbia

SKILLS

Product Design

UX strategy
User flows
Wireframing
Prototyping
Visual design
Design systems
Interactive design
Accessibility design

User Research

Persona development
User interview
Survey & analysis
Usability testing
Affinity mapping
Cart sorting

Design Tools

Figma
Framer
Lovable
Nano Banana 2
Miro
Adobe Suite

Front-End Basics

HTML
CSS

Collaboration & Analytics

Github
Google Suite
Zoom
Miro
Jira
Canva
Slack
Trello