

# Thalia Su

## UX Designer

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### I design for...

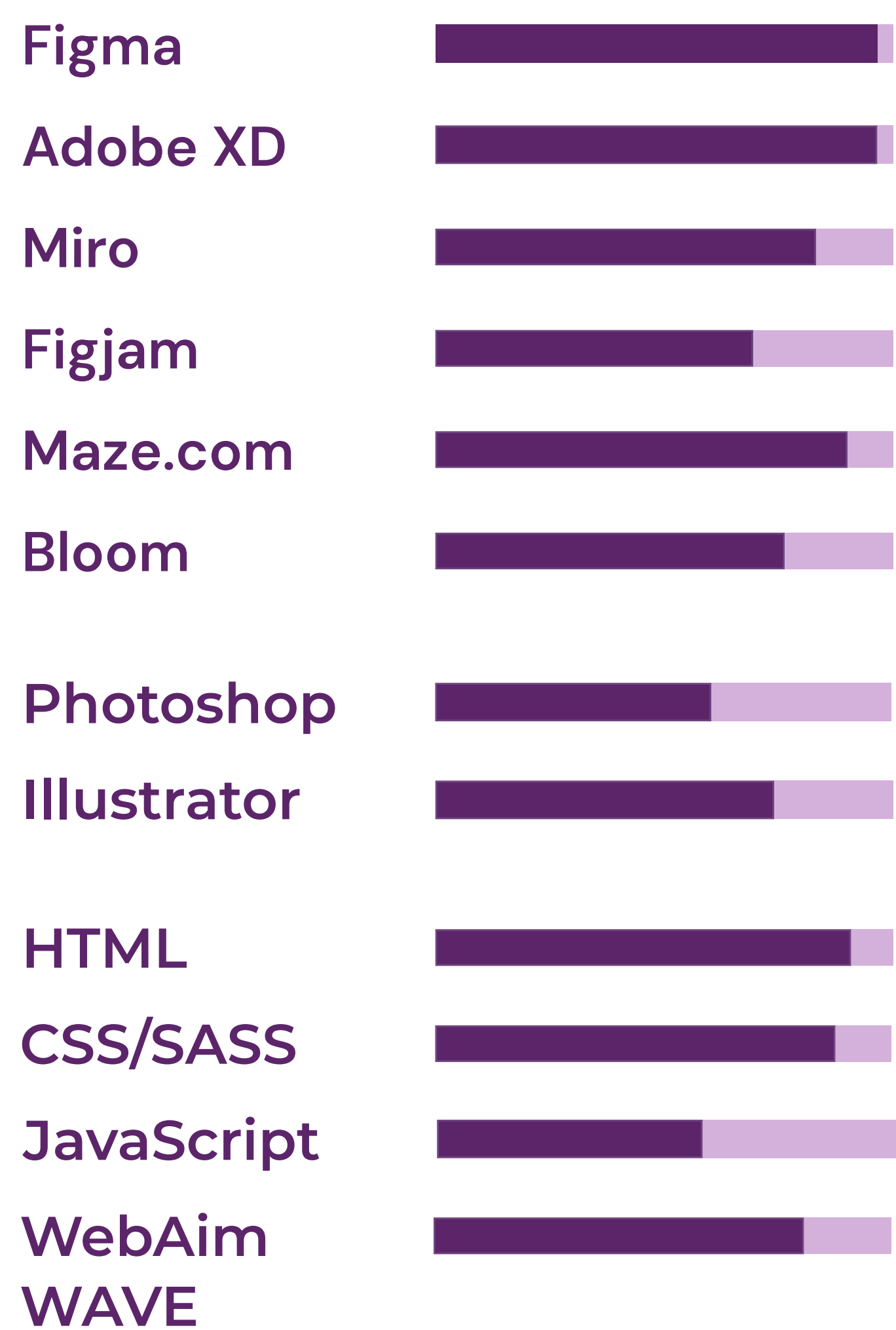
cross-platform user experiences.  
My strengths are prototyping,  
graphic design, interaction design  
and usability testing.

### I graduated from...

University of Central Florida,  
Class of Fall '18

B.A. in Digital Media, Web Design  
B.A. in English - Honors Distinction  
GPA 3.7

### I am proficient in...



### I have 4+ years of design experience.

#### UX Designer, VIDAA USA

June '21 - Aug '22

- + Led design for VIDAA mobile app; designed features for VIDAAtv, VIDAA Pay and VIDAA Voice
- + Contributed to design systems that scaled across mobile, TV, and desktop
  - + Flagged accessibility concerns, made design suggestions and produced interactive components
- + Authored VIDAA's 1st writing style guide and edited 100s of lines of copy. Copy became friendlier and more consistent across platforms. Manager acknowledged this was a key improvement
- + Helped develop and design handoff templates used by 100s of developers
- + Established 1st internal user testing database; conducted user tests using Maze and Google Forms
- + Conducted product department retrospective; findings improved productivity the next sprint
- + Conducted extensive end-to-end testing to recommend improvements that made it into V6.1

#### UI/UX Designer, Design Interactive

Sept '19 - Feb '21

- + Improved data visualization, filtering and authoring for IMITATE coaching app. Clients praised usability
- + Created designs that I implemented with HTML, CSS and Angular. Improved responsiveness and aesthetics

#### QA Analyst, Eleven11 Group

April '19 - Sept '19

- + Handled cross-platform quality assurance tests and WordPress content entry
- + Managed social media accounts for clients