

# Priscilla Chiu

UX Designer

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## Summary

UX Designer with experience working with NPOs, B2C and B2B2C products. I am eager to contribute to a dynamic team, and leverage my experience in healthcare, education, behavior analysis, and strategic problem-solving to drive impactful design solutions.

## Work Experience

06/2023- Present **Freelance**, UX Designer

- Led the end-to-end redesign of a local ceramics studio's website, modernizing a 15 year old platform to enhance brand perception and promote their mission of inspiring creativity through their pottery services, resulting in a 200% increase in website traffic
- Developed a cohesive design system and logo, integrating branding and typography to reflect the CEO's vision
- Partnered with the studio's engineer to understand technical constraints, ensuring design components incorporated front-end integration with third-party systems and facilitated the final hand-off for front-end development
- Optimized website navigation through tree testing in Optimal Workshop, reducing the frequency of misdirected customer service queries

01/2024-05/2024 **thePAC**, UX Designer

- Redesigned a website for a non-profit organization using Figma, crafting an intuitive platform that empowered 300+ aspiring physician assistants with accessible career resources and mentorship, contributing to a 90% acceptance rate into PA schools
- Led a detailed heuristic evaluation and competitive analysis of initial website, leveraging usability heuristics to identify key areas for improvement in information architecture and UI, and presented actionable recommendations to the client

10/2023-01/2024 **Thirds Studio**, UX Designer

- Launched a mobile application and website for Carson Living residents, enabling 21M door openings, 1.6M package deliveries, and 675K visitor approvals, streamlining amenity bookings, maintenance requests, and communication with property management
- Developed personas, competitive analyses and heuristic evaluations for Carson Living's app and website, uncovering pain points and opportunities to enhance the user experience while aligning with business goals and customer needs
- Spearheaded the creative redesign effort with Carson Living stakeholders by prototyping high-fidelity UI wireframes and revising website information architecture to meet brand perception goals and resident needs for a digital application

## Related Experience

01/2024- Present **E-Therapy**, Speech Language Pathologist

- Deliver virtual speech therapy services for school-aged children with diverse disorders, achieving significant progress in speech clarity and social communication for 80% of clients
- Evaluate patient progress through regular testing and evidence based research, adjusting strategies based on findings to optimize communication outcomes and ensure continued patient progress
- Lead Individualized Education Plan (IEP) discussions, refining 30+ treatment goals based on assessment scores, session data, and feedback from parents and educators

## Skills

Heuristic Evaluation, User Interviews, User Research, Secondary Research, User Journey Maps, Data Analysis, Product Strategy, Affinity Mapping, Competitive Analysis, Personas, Usability Testing, Typography, Branding, Prototyping, Wireframing, HTML

## Tools

Figma, Figjam, Miro, Maze, InVision, LucidChart, Optimal Workshop, Procreate

## Education

**UX Academy, Design Lab**  
Certificate in User Experience Design

**Teachers College, Columbia University**  
M.S. Communication Sciences & Disorders

**Rutgers University, New Brunswick**  
B.A. Psychology, Linguistics, Minor: Cognitive Science

## Scholarship

**Dorothy & David Cooper Scholarship**  
Rutger's Cognitive Development Lab- understand theory of mind and mental models of empathy

## Interests

**Animation**  
[instagram.com/slpwhocomics](https://www.instagram.com/slpwhocomics)