

ALSTON HSU

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UI/UX and product designer with hands-on marketing experience in brand content, analytics, and audience research, backed by a psychology background in human-centred design and decision-making. Partners with developers, PMs, and cross-functional design teams to turn user needs into tested interfaces, integrating AI-assisted tools (Claude) into daily workflows. Separately grew content engagement on a remote UK-based marketing team through audience research and SEO.

EXPERIENCE

Burst! Creative Group

Vancouver, BC

Product Design Intern

May 2026 – Jul 2026

- Built brand identity for Heiltsuk Tribal Council (logo, mood board, brand guide, and social assets), adopted across their LinkedIn, hiring, and newsletter channels.
- Scaled the Esk'etemc cultural platform's UI from 2-3 initial screens to 10+, keeping the experience consistent and accessible across devices, communicating directly with the clients through meetings.
- Built sitemaps and wireframes for the Heiltsuk Nation website and 3+ other community clients, coordinating with the PM and supervisors on feedback before presenting to stakeholders for sign-off.
- Tracked GA4 and SEO performance across 5+ WordPress sites for monthly client reports, and built the agency's first Trello QA workflow, working directly with the developer to resolve 50+ flagged issues before sites went live.

FLUI

Vancouver, BC (Hybrid)

UI Support

Jul 2026 – Present

- Designed the nav bar, hero, and about sections of FLUI's landing page with a UX teammate, turning lo-fi wireframes into shipped, high-fidelity UI.
- Caught and fixed UI inconsistencies before developer hand-off, keeping the page visually consistent end-to-end.
- Created and viewed micro-interactions and UI details for the prototype with the team, incorporating feedback before handoff to developers for implementation

Gohobi

Remote / Greater London, UK

Marketing Intern

Apr 2023 – Jan 2024

- Defined target audiences through customer and supplier research and heatmap analysis, shaping brand positioning and content strategy for a UK-based team.
- Produced social media content that grew average post engagement over 200%, while optimizing SEO for organic visibility.

PROJECTS

Avail (BCIT App Development Course)

2026

Product Designer

- Designed and helped ship a working React Native/Expo app matching BC students to unclaimed government benefits, integrating the Anthropic Claude API (Sonnet for matching logic, Haiku for chat).
- Built a documented design token system adopted team-wide, giving developers consistent specs in dev mode across screens built by different designers.

Firewatch BC (BCIT Capstone)

2025

UI/UX Designer

- Ran user research and usability testing with 15+ participants, using the findings to shape and validate a map-first, component-based design system adopted for the final capstone submission.

EDUCATION

British Columbia Institute of Technology (BCIT)

Vancouver, BC

Diploma, New Media Design & Web Development | GPA: 3.76

Jul 2026

Relevant Coursework: Information Architecture & UI/UX, Graphic Design & Branding, Web Marketing & Social Media Integration

The University of British Columbia (UBC)

Vancouver, BC

Bachelor of Arts, Psychology (Minor: Commerce) | Graduated with Distinction | GPA: 3.41

Nov 2024

Relevant Coursework: Behavioural Psychology, Consumer Decision-Making

LEADERSHIP EXPERIENCE

Lions Clubs International

Vancouver, BC

Treasurer / Secretary / Mentor

Sep 2020 – Sep 2024

- Managed club budget and board-level reporting as Treasurer, mentoring incoming students through the post-secondary application process.

Enactus UBC

Vancouver, BC

Project Associate

Sep 2022 – May 2023

- Coached teams on stakeholder presentations for business proposals, sharpening delivery and storytelling.

SKILLS

Design & UX: Figma, Fig Jam, User Research, Wireframing, Prototyping, Information Architecture, Usability Testing (MAZE), Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign)

Marketing & Web: Google Analytics (GA4), SEO, Social Content, Brand Identity, Canva, WordPress, HTML, CSS, JavaScript, ReactJS, Trello