

# Krystal Hsiung

UX DESIGNER AND M.A. CANDIDATE

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## SKILLS

Design Tools  
Adobe XD  
Sketch  
Figma  
LucidChart  
PowerBI  
Microsoft Office Suite  
SalesForce  
InDesign  
TIBCO Spotfire  
WordPress  
Trailblazer: UX Research

## ACHIEVEMENTS

TTU President's list: Spring  
2016, Fall 2016, Spring 2017  
TTU Dean's list: Fall 2015,  
Fall 2017, Fall 2018, Spring  
2019  
Houston Petroleum Landman  
Scholarship American  
Association of Professional  
Landman Trust Scholarship  
Marathon Oil Scholarship

## ORGANIZATIONS

Beta Gamma Sigma  
Pi Kappa Phi

Vitality Dance Co.  
First Generation College  
Student (PEGASUS)

## INTERESTS

Psychology  
Art - sketching  
Yoga  
Cooking  
Travel  
Blogging  
Photography

## LANGUAGE

Mandarin  
Chinese

## EDUCATION

• **University of North Texas**  
Frisco, TX  
Aug 20 - Current

• **Texas Tech University**  
Lubbock, TX Aug  
15 - May 19

## EXPERIENCE

• **Louis Vuitton**  
Dallas, TX  
August 20 - Current

• **Stronghold Resource Partners**  
Dallas, TX  
July 19 - August 20

• **Cimarex Energy Co.**  
Midland, TX  
May 18 - August 18

## SELECTED PROJECTS

• **Essentially K.**  
Wordpress Blog  
April 20 -

• **So Extra Store**  
E- Commerce  
Site

**MA in Interaction Design**

**BBA in Energy Commerce**  
**Magna Cum Laude**  
**GPA 3.83**

### Client Advisor - Part Time

*Sales* - help clients find solutions to their needs by recommending products and developing lasting relationships with clients.

*Information Management* - Create, maintain, and enter information into databases.

*Collaboration* - with internal partners (Sales, Operations, Management, or other relationship managers) to respond to client's needs.

### Revenue Analyst and Landman

*UX Design* - Collaborated with a software development team to design, evaluate and test novel Revenue Tracking features in Salesforce. Relayed oil and gas industry knowledge and workflow processes to the development team in order to build the revenue tracking software.

*User Acceptance Testing* - Tested and provided feedback to the development team on usability of features and audited the system for errors in calculations.

*Revenue Analysis* - Investigated outstanding revenue owed on portfolio companies' assets and created a procedure for tracking outstanding and suspended revenue and established a protocol for collecting oil and gas royalty revenue.

*Project Management* - Created a workflow outline to guide the operations of the revenue team. Designed a user training guide for onboarding new hires and for reference by internal employees unfamiliar with the revenue process.

### Petroleum Landman Intern

### Founder and UX Designer

A Lifestyle, Beauty, and Fashion Blog

<https://krystalhsiung.com/>

Created content and designed Wordpress blog for Essentially K.

### Founder and UX Designer

An online boutique specializing in cosmetics and accessories.

### Soextrstore.com

Created the brand of So Extra, sourced a manufacturer, and managed the operations of selling various products online. Designed a shopify website and social media platforms to market products to customers.