Jimmy Hsu

Product designer shaping cross-platform and scalable systems. Experienced in driving design strategy, managing complex stakeholder alignment, and utilizing rapid code-grounded prototyping to navigate technical constraints and build consensus.

Microsoft - Xbox | Product Design Lead
August 2020 – Sept 2026

- Managed strategy and partner alignment (Samsung, Meta, Amazon) to launch Xbox Cloud Gaming across TV, XR, and automotive platforms.

- Secured executive buy-in and shipped media engagement features, increasing total media posts by 68% YOY and unique user engagement by 46%.

- Built rapid front-end prototypes to help cross-functional teams navigate technical constraints, identify tech stack synergies, and streamline onboarding.

- Shipped Xbox + Discord voice integration (2.5M+ MAU in 6 months) and Mobile Achievements ($12M revenue increase).

- Led design-led experiments to improve player understanding, engagement, and gameplay conversion. Thus, increasing funnel conversion rates.

- Championed the business case for foundational design infrastructure to product leadership, securing roadmap prioritization, and eventually shipped a system that scaled across multiple devices.

Skills

Figma, Adobe Suite, Storytelling, Visual Design, Prototyping, User Research, Design Systems, Interaction Design, Cross-Platform UX, Accessibility, Systems thinking, Strategic design, Mentorship, Stakeholder communication, Data-informed design, Experimentation, Growth, Recruiting

Contact

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