

Kai Hsu

Principal Experience Designer

📍 San Francisco, CA
🌐 bykaihsu.com
✉ kaihsu.kh@gmail.com
🌐 https://www.linkedin.com/in/kai-hsu

Principal Experience Designer with 10+ years of experience designing consumer and enterprise products across telecommunications, connected home, digital security, and collaboration platforms.

I specialize in turning complex technology into intuitive experiences through product strategy, systems thinking, and thoughtful design. My work spans early concepts and product vision through interaction design, prototyping, research, and launch.

Selected Expertise

Product & Experience

Product Strategy · Experience Strategy · Systems Thinking · Interaction Design · Information Architecture · UX Architecture · Prototyping

Leadership & Collaboration

Cross-functional Leadership · Product Vision · Design Critique · Stakeholder Alignment · Design Systems · Design Consistency

Research & Quality

User Interviews · Usability Testing · Accessibility · User-Centered Design

AI & Emerging Workflows

AI-Assisted Design · AI-Accelerated Prototyping · AI-Assisted Development · Design-to-Code Workflows

Tools & Craft

Figma · Adobe Creative Suite · Prototyping · HTML/CSS

Selected Product Work

Verizon Home: Parental Controls ↗

Led the end-to-end experience for parental controls within Verizon Home, creating a connected family experience across screen time, schedules, device management, and network controls.

Project Pegasus: Verizon Home Vision ↗

A strategic redesign exploring how Verizon Home could evolve into a simpler, more cohesive connected home experience.

BlueJeans Unified Communications ↗

Led the evolution of BlueJeans beyond video conferencing into a broader communication experience across desktop and mobile platforms.

BlueJeans Video Conferencing

Led UX/UI for the flagship conferencing experience across core meeting workflows, screen sharing, meeting rooms, and account-level experiences.

Education

Academy of Art University

MFA

Master of Fine Arts
Web design & New Media

National Chiao Tung University

Bachelor

Bachelor of Science
Program of Network and Multimedia Engineering, Computer Science

Experience

Principal Experience Designer

2024 - 2026

Verizon

Led experience strategy and end-to-end product design across Verizon's connected home and digital security ecosystem, partnering with Product, Engineering, Research, Accessibility, and Business teams to shape product direction and bring complex technical experiences to customers.

Verizon Home

- Led the experience for Parental Controls, defining how parents manage screen time, schedules, internet access, and family devices within the home.
- Led Digital Secure Home experiences, bringing device security and protection into the broader connected home ecosystem.
- Owned key Device Management experiences across connected devices, profiles, network controls, and related customer journeys.
- Drove design consistency across Verizon Home, establishing shared patterns and improving how experiences connect across different product areas.
- Worked across overlapping product domains to create a more cohesive experience rather than treating individual features as isolated workflows.
- Took initiatives from early strategy and experience architecture through interaction design, prototyping, validation, and implementation.

Verizon Protect

- Led and contributed to digital protection experiences spanning scam protection, identity security, device security, and subscription management.
- Designed experiences that translate complex security concepts and service states into clear, actionable customer journeys.
- Partnered closely with cross-functional teams to balance customer needs, business requirements, technical constraints, and platform consistency.

Senior Product Designer

2020 - 2024

BlueJeans by Verizon

Led end-to-end product design for BlueJeans' flagship video conferencing experience and later its Unified Communications platform. My scope grew from ownership of core meeting experiences to broader cross-platform communication products across desktop, web, mobile, and tablet.

- Led UX/UI for the flagship BlueJeans desktop conferencing application, shaping the overall meeting experience from concept through implementation.
- Owned major collaboration experiences including screen sharing and custom meeting room IVR.
- Led Smart Meetings experiences at the user and account level, connecting individual meeting workflows with broader product and account experiences.
- Developed product concepts and future-state experiences to explore new collaboration opportunities.
- Drove design system consistency across products and platforms, creating reusable interaction patterns while maintaining a cohesive BlueJeans experience.
- Conducted user interviews and usability testing to validate concepts and inform product decisions.
- Partnered closely with Product and Engineering throughout discovery, design, validation, and implementation.
- Expanded product ownership to lead the BlueJeans Unified Communications as a Service (UCaaS) experience across desktop and mobile platforms.

Interaction & Product Designer

2017 - 2020

BlueJeans

Designed core collaboration experiences for BlueJeans across desktop and mobile, developing the interaction design foundation that later grew into broader product ownership.

- Designed user flows, interaction models, and high-fidelity prototypes for meeting and collaboration experiences.
- Worked closely with Product and Engineering to translate product requirements and technical constraints into intuitive workflows.
- Iterated on experiences through prototyping, feedback, and usability evaluation.
- Contributed reusable interaction patterns and helped maintain consistency across the evolving BlueJeans product ecosystem.

Designer

2017

BlueJeans

Created visual and marketing design supporting BlueJeans product launches, campaigns, events, and corporate communications across digital and print channels.

Web UI/UX Designer

2014 - Present

Freelance

Design and develop responsive websites for small businesses and independent clients, working directly with clients from initial requirements through launch.

- Translate business goals into information architecture, user flows, and responsive interfaces.
- Own projects across UX, visual design, prototyping, and front-end implementation.
- Create digital experiences that balance brand expression, usability, and practical business needs.