

William Hsu

Product, Project Manager | UX Designer

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<https://hsuweihung.github.io/portfolio/>

<https://github.com/hsuweihung>

Experience

CIRDA Unit of NYCU, UX Strategist

Sep. 2023 - Dec. 2023

- Developed product strategy recommendations aimed to alignment in product development direction and enabling iterative success.
- Directed the implementation of UX strategy, ensuring execution capability and maintaining high-quality standards.

Fox Tail Studio of NYCU, Product Manager

Jul. 2022 - Mar. 2023

- Led a 4-person team in designing and developing a digital campus tour platform.
- Crafted product roadmaps, requirements documents, and design guidelines to streamline the development process and ensure alignment with project goals.
- Utilized user interviews and co-creation workshop to define and prioritize product features for the MVP.

Communication and Outreach Unit of NYCU, UX Designer

Mar. 2022 - Jul. 2022

- Worked with UI designers and front-end engineers on school website development.
- Utilized information architecture design, heuristic evaluation, and usability testing to optimize user experience, resulting in a 15% decrease in bounce rate and achieving over 3.0K views within the first 3 months of launch.

Yahoo, UX Researcher (Industrial Academic Cooperation)

Feb. 2022 - Jul. 2022

- Collaborated with Yahoo App PM and UX Researcher Leads to conduct UX research projects with a focus on user growth.

Interaction Media Lab of NYCU, Research Assistant

Aug. 2021 - Apr. 2022

- Held a co-creation workshop to provide the design suggestions for the holographic chatbot.

UIUX Cafe Ltd., UX Researcher Intern

Jul. 2019 - Jun. 2020

- Executed RWD website development and game experience design, both projects successfully launched.
- Integrated UX concepts, conducted user research to assist PM in defining PRD, and offered optimization recommendations through usability testing.
- Delivered hi-fidelity prototype by using Framer X (React.js).

Education

National Yang Ming Chiao Tung University

MA, Communication Studies, Specialized in HCI and UX

Sep. 2021 - Nov. 2023

Soochow University

BS, Psychology

Sep. 2016 - Jun. 2020

Activities

Hsinchu X MeiChu Hackathon

Oct. 2023

- Collaborated with a team of 4 software background to develop a generative AI chatbot, winning a championship.
- Defined product feature, LOGO and UI design, flowchart, and reply function development.
- Co-developed a document review page using Flask and MySQL with team members.

2022 OpenHCI Workshop

Aug. 2022

- Organized a cross-functional team of 6 members to conduct user research and develop both software and hardware prototypes. The results were showcased at both national and international HCI conferences.

ST- TRANS ACTION AWARD

Oct. 2021 - Apr. 2022

- Led a 6-member cross-functional team in project execution, advancing to the final round and earning an award.
- Conducted user interviews to assess requirements and formulate product strategy, collaborating closely with the UI designer to improve the product through usability testing
- Developed wireframes and low-fidelity prototypes based on product features.

Academic Achievement

CSCW 2022 Demo Showcase: Emotional Ocean: an Interactive Device to Raise Awareness of Emotional Issues

CSCW 2022: ACM Conference on Computer-Supported Cooperative Work and Social Computing

TAICHI 2022 Demo Paper: Emotional Ocean: an Interactive Device to Raise Awareness of Emotional Issues

2022 Taiwan Association of Computer-Human Interaction

Awards

2023 Hsinchu X MeiChu Hackathon - First Place Award

2022 OpenHCI Workshop – Best Design Award

2022 ST- TRANS ACTION AWARD – Advantech Award (Merit Award)

2019 Soochow University Innovation Competition – First Place Award

2019 Nation Taiwan Library – Certificate of Appreciation

Skills

Research: Interview, Design Workshop, Competitive analysis, Survey, Experiment Design, Heuristic Evaluation, Usability testing

Design: Wireframing (Figma), Prototyping (Unity, 3DVista, Spark AR)

Front-End: HTML, CSS, JavaScript, GitHub

Data Analysis: Excel, SPSS, SQL, Python