

# William (Wei-Hung) Hsu

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

## Experience

### Project Manager - Fox Tail Studio of NYCU

Jul. 2022 - Present

Fox Tail Studio provides UX consulting and digital content production services to NYCU.

- Developed a product development schedule and led a team of 4 in executing the NYCU digital campus project and conducting design review.
- Conducted 15 user interviews and facilitated a co-creation workshop attended by 16 people to define and prioritize features for the MVP.
- Composed a product roadmap and product requirements document, established design guidelines for consistency.

### UX Designer - Communication and Outreach Division of NYCU

Mar. 2022 - Jul. 2022

- Collaborated with a team of visual designers, UI designers, and front-end engineers redesign the NYCU website and managed the project schedule and budget.
- Designed website information architecture and delivered 20+ wireframe, also ran a heuristics evaluation and 8 usability testing.

### Research Assistant - Interaction Media Lab of NYCU

Aug. 2021 - Nov. 2021

- Held a co-creation workshop attended by 11 people to provide the design suggestions for the holographic chatbot.

### UX Intern - UIUX Cafe

Jul. 2019 - Jun. 2020

UIUX Cafe is a design company that specializes in providing technical services for App / Web design.

- Completed user research and collaborate with product manager to identify target audience and prioritized product feature.
- Conducted usability testing to provide the optimization suggestions for the product.
- Delivered hi-fidelity prototype by using Framer X (React.js syntax), also developed a RWD website.

## Education

### National Yang Ming Chiao Tung University (NYCU)

MA, Communication Studies - New Media and User Experience

Sep. 2021 - Present

**Related Courses:** 3D virtual creation, Introduction to HCI Design, User Experience and Usability Evaluation, VR/AR Communication Research, Prototype Design and Development

### Soochow University

BS, Psychology - Specialized in Industrial Psychology

Sep. 2021 - Jun. 2020

**Related Courses:** Psychology of HCI, Consumer Judgment and Decision Making, Analysis of Network Behavior, Design Thinking and Innovation, Observation and Analysis of User Experience, Big Data Analytics and Application

## Achievement

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

## Activities

### OpenHCI Workshop

Aug. 2022

OpenHCI workshop is a design thinking program focused on promoting human-computer interaction and fostering interdisciplinary collaboration.

- Organized cross-functional team of 6 (3 Design, 3 Engineering) to address emotional issues through interviews and development of a software and hardware prototype.

### Yahoo App Optimization Project

Feb. 2022 - Jul. 2022

This project is an industrial-academic cooperation with Yahoo App team.

- Conducted 5 UX research methods (interviews, competitive analysis, surveys, heuristic evaluations, usability testing) to improve Yahoo App design.
- Collaborated with Yahoo App's product manager and user research lead to refine research direction and align with project goals.

### ST- TRANS ACTION AWARD

Oct. 2021 - Apr. 2022

ST-TRANS ACTION AWARD is a nationwide UX competition in Taiwan.

- Led 6 member cross-functional (2Design, 3Marketing, 1Engineering) team to analyze user needs and enacted product strategy by conducting 8 user interviews.
- Created wireframe and lo-fidelity prototype based on the product feature.
- Optimized the product with team UI designer by running 6 usability testing.

### National Taiwan Library Project

Feb. 2018 - Mar. 2019

Commissioned by the National Taiwan Library to optimized navigation service by using Asus Zenbo.

- Programmed the feature of interaction robot that fit the project needs.
- Conducted stakeholder interview and field testing.

## Publication

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

Wei-Hung Hsu, Pei-Yun Tsai, Jia-Rong Chang, Hsun-Pu Chen, Li-Chun Lu and Ying-Yin Chu. 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

Wei-Hung Hsu, Pei-Yun Tsai, Jia-Rong Chang, Hsun-Pu Chen, Li-Chun Lu and Ying-Yin Chu. 2022 Taiwan Association of Computer-Human Interaction

## Skills

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

**Design:** Information Architecture, Wireframing, Prototyping (Figma, Adobe XD, Basic Unity, 3DVista)

**Project Management:** Asana, Notion, Slack

**Front-End:** HTML, CSS, Basic JavaScript, Github

**Data Analysis:** SPSS, Basic SQL