



# 徐唯翊 (William)

Product, Project Manager | UX Designer

0937-009-360

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

<https://github.com/hsuweihung>

## 經歷

### UX 顧問 - 國立陽明交通大學大數據研究中心

2023.09 -

- 提供產品策略建議，以確保開發方向的一致性及成功進行產品迭代
- UX策略制定及指導，以確保團隊執行能力及品質。

### 產品經理 - 國立陽明交通大學狐狸尾巴工作室

2022.07 - 2023.03

- 領導 4 人團隊執行數位校園導覽平臺專案，將延宕 2 年的專案成功推動上線
- 撰寫產品路線圖、產品需求規格書及制定設計準則
- 執行 15 場用戶訪談及 1 場 16 人的參與式共創工作坊，定義及排序產品需求功能以確保符合最小可行性

### UX 設計師 - 國立陽明交通大學傳播與外展組

2022.03 - 2022.07

- 與 UI 設計師、前端工程師協作，進行校務網站開發，於上線 3 個月內達到 2K 次瀏覽且跳出率低於平均 15%
- 網站資訊架構設計及製作 50+ 線框稿，執行啟發式評估及 8 場易用性測試

### UX 研究員 - Yahoo App 產學合作案

2022.02 - 2022.07

與 Yahoo App 產品經理、UX Lead 協作，以提升用戶體驗

- 透過 5 種 UX 研究方法，提供 Yahoo App 設計優化方案。最後向臺灣區 Yahoo 團隊進行 2 次成果報告

### 研究助理 - 國立陽明交通大學互動媒體實驗室

2021.08 - 2022.04

- 籌辦 1 場 11 人的線上參與式共創工作坊，以定義全息式投影聊天機器人的角色定位、外型及個性

### UX 實習研究員 - 碩太網路有限公司 (UIUX Cafe)

2019.07 - 2020.06

- 進行響應式網站開發及遊戲體驗設計，2 項專案皆成功上線
- 為了協助公司進行產品開發，將 UX 概念導入，執行用戶研究以協助 PM 定義產品規格書，並透過易用性測試給予產品優化建議
- 運用 Framer X (React.js 語法) 製作高擬真互動原型

## 學歷

### 國立陽明交通大學 - 傳播研究所 (MA)

新媒體與使用者經驗組 (GPA: 4.16/ 4.3)

2021.09 - 現在

### 東吳大學 - 心理學系 (BS)

主攻工商心理學 (GPA: 3.6/4.0)

2021.09 - 2020.06

## 課外活動

### 新竹 X 梅竹黑客松

2023.10

- 與 4 位具軟體背景的組員協作，開發出生成式 AI 聊天機器人，並獲得黑客組 Line 企業冠軍及大會總冠軍
- 負責產品功能定義、LOGO 及 UI 設計、flowchart 製作、回覆功能開發，並與組員一同開發文件審核頁面 (Flask、MySQL)

### OpenHCI 人機互動工作坊

2022.08

- 帶領 5 人跨領域團隊執行用戶研究，及製作出軟硬體原型，並受邀至國內、外人機互動研討會發表

### 林口新創園跨界超越競賽

2021.10 - 2022.04

- 帶領 5 人跨領域團隊執行專案，入選至總決賽並獲獎
- 執行 8 場訪談以分析用戶需求及制定產品策略，執行 6 場易用性測試，並與團隊 UI 設計師進行產品優化協作
- 針對產品功能進行 Wireframe 及 Prototype 製作

## 學術成就

### 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: 應用於情緒議題之

### 互動裝置設計：情緒波紋

2022 TAICHI 臺灣人機互動研討會

## 得獎紀錄

2023 新竹 X 梅竹黑客松 - 黑客組 (Line) 冠軍、大會總冠軍

2022 OpenHCI 人機互動工作坊 - 最佳造型獎

2022 林口新創園跨界超越競賽 - 研華超越獎 (優勝)

2019 東吳大學理學院創意競賽 - 冠軍

2019 國立臺灣圖書館 - 合作感謝狀

## 專業技能

研究：訪談、參與式設計工作坊、競品分析、問卷設計、實驗設計、啟發式評估、易用性測試

設計：線框稿製作、雛型製作 (Figma、Adobe XD、Unity、3DVista, Spark AR)

前端：HTML、CSS、JavaScript、Github

資料分析：SPSS、SQL、Python、Excel

# William Hsu

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## Experience

### UX Consultant - CIRDA Unit of NYCU

Sep. 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.

### Product Manager - Fox Tail Studio of NYCU

Jul. 2022 - Mar. 2023

- Guided a team of 4 in executing a digital campus project, overcoming a 2-year delay and ensuring a successful launch.
- 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 PRD, established design guidelines for consistency.

### UX Designer - Communication and Outreach of NYCU

Mar. 2022 - Jul. 2022

- Collaborated with UI designers and front-end engineers on school website development, achieving 2.0K views within the first 3 months of launch with a bounce rate below the average 15%.
- Designed website information architecture and delivered 50+ wireframe, also ran a heuristics evaluation and 8 usability testing.

### UX Researcher - Yahoo (Industrial Academic Cooperation)

Feb. 2022 - Jul. 2022

- Collaborated with Yahoo App's Product Manager and User Researcher Lead to refine research direction and align with project goals.
- Conducted UX research to improve Yahoo App design.

### Research Assistant - Interaction Media Lab of NYCU

Aug. 2021 - Apr. 2022

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

### UX Researcher Intern - UIUX Cafe Ltd.

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 (NYCU)

MA, Communication Studies - Specialized in HCI and UX

Sep. 2021 - Present

### Soochow University

BS, Psychology - Specialized in Industrial 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

- Facilitated 6 member cross-functional team to execute the project, and were selected for the final round and received an award.
- Conducted 8 interviews to analyze user needs and formulate product strategy, while collaborating with the UI designer to optimize the product through the execution of 6 usability tests.
- Created wireframe and lo-fidelity prototype based on the product feature.

## 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