

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