



# 徐唯翊 (William)

Product, Project Manager | UX Designer

0937-009-360

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

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## 經歷

### UX 產品經理 - 訊連科技股份有限公司

2024.05 - 現在

- 制定 PowerDirector 產品功能規格
- 主導並與 UI 設計師、QA 工程師協作進行 Design QA
- 與 UI 設計師、軟體工程師及產品經理協作推動產品迭代
- 透過 Tableau 追蹤用戶行為及分析用戶回饋，以制定產品 UX 路線圖

### UX 策略師 - 國立陽明交通大學大數據研究中心

2023.09 - 2023.12

- 擔任 UX 策略師，領導 6 人團隊執行虛擬校園導覽計畫
- UX 策略制定與指導，並提供產品策略建議，以確保開發方向的一致性及成功進行產品迭代

### 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，完成數位校園導覽平臺的設計與開發
- 撰寫產品路線圖、產品需求規格書及制定設計準則
- 透過用戶訪談及參與式共創工作坊，以定義並排序產品需求功能，使產品符合最小可行性

### UX 設計師 - 國立陽明交通大學傳播與外展組

2022.03 - 2022.07

- 擔任設計組組長，與 UI 設計師、前端工程師合作，共同進行校務網站開發。
- 透過資訊架構的重新設計、啟發式評估和易用性測試，使得網站在上線後 3 個月內達到 3000 次以上瀏覽量，且跳出率低於平均 15%

### UX 研究員 - Yahoo App 產學合作案

2022.02 - 2022.07

- 與 Yahoo App 產品經理、UX Researcher Lead 協作，以用戶增長為目標執行 UX 研究專案，最後向臺灣區 Yahoo 團隊進行成果報告

### 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

## 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 - 2023.11

### 東吳大學 - 心理學系 (BS)

主攻工商心理學 (GPA: 3.6/4.0)

20216.09 - 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(設計、行銷、工程 背景) 執行專案，成果入選至總決賽並獲獎
- 執行用戶訪談以分析用戶需求及制定產品策略，並透過執行易用性測試，與團隊 UI 設計師進行產品優化協作
- 針對產品功能進行 Wireframe 及原型製作

## 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 Product Manager - CyberLink Corp.

May. 2024 - Current

- Developed feature spec for PowerDirector PC.
- Led the Design QA process, collaborating with UI designers and QA teams to ensure high-quality delivery.
- Worked closely with UI designers, software engineers, and product managers on product development.
- Tracked user behavior using Tableau and analyzed customer feedback to construct product UX Roadmap.

### UX Strategist - CIRDA Unit of NYCU

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.

### Product Manager - Fox Tail Studio of NYCU

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.

### UX Designer - Communication and Outreach of NYCU

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.

### UX Researcher - Yahoo (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.

### Research Assistant - Interaction Media Lab of NYCU

Aug. 2021 - Apr. 2022

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

## Education

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

MA, Communication Studies - Specialized in HCI and UX

Sep. 2021 - Nov. 2023

### Soochow University

BS, Psychology - Specialized in Industrial Psychology

Sep. 2016 - Jun. 2020

## Activities

### 2023 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