

William Hsu

UX Designer | Product, Project Manager

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

<https://github.com/hsuweihung>

Experience

Product Manager - Fox Tail Studio of NYCU

Jul. 2022 - Mar. 2023

- Developed a product development schedule and led a team of 4 in executing the NYCU digital campus project.
- 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 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 50+ wireframe, also ran a heuristics evaluation and 8 usability testing.

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.
- Researched and analyzed literature on chatbot appearance design, providing design recommendations.

UX Researcher Intern - UIUX Cafe Ltd.

Jul. 2019 - Jun. 2020

- 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.

Awards

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: 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

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

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

Activities

2022 OpenHCI Workshop

Aug. 2022

OpenHCI workshop is a nationwide HCI workshop in Taiwan.

- 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.

- 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.