

# William Hsu

## UX Product Manager

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

<https://github.com/hsuweihung>

## Experience

### UX Product Manager - CyberLink Corp.

May. 2024 - Current

- PowerDirector: Gen AI Video Editor
  - Defined feature specs and led cross-functional collaboration to deliver monthly releases, resulting in a 9.8% increase in MAU.
  - Led Design QA across Design, QA, and R&D, ensuring UI/UX consistency and usability.
  - Drove a 17.24% increase in conversion rate by defining key performance metrics and planning a data-driven UX roadmap.
- AudioDirector: Audio Editing Software
  - Launched Podcast Studio, a Gen AI feature, from 0 to 1 in 4 months.
  - Defined feature specs and worked with R&D, QA, and Design to ensure seamless integration and an intuitive user experience.

### UX Strategist - CIRDA Unit of NYCU

Sep. 2023 - Dec. 2023

- Developed product strategy 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 from 0 to 1.
- Crafted product roadmaps, PDR, 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.

## 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

### 2024 Taipei Codefest : Microservice Hackathon

Sep. 2024

- As the Product Manager and UX Designer of the team, develop a digital service for pregnant women, with the final result reaching the top 15 finalists out of 110 teams.

### 2023 Hsinchu X MeiChu Hackathon

Oct. 2023

- Collaborated with a team of 4 software background to develop a generative AI chatbot.
- Co-developed a document review page using Flask and MySQL with team members.

### 2022 OpenHCI Workshop

Aug. 2022

- Organized a cross-functional team to conduct user research and develop both software and hardware prototypes.

### ST- TRANS ACTION AWARD

Oct. 2021 - Apr. 2022

- Led a cross-functional team in project execution and conducted user interviews to develop product strategy.
- 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