

## WORK EXPERIENCE

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- CyberLink Corp.** New Taipei, Taiwan  
*UX Product Manager* May. 2024 – Present
- Drove the data-driven UX roadmap for PowerDirector, optimizing existing features and improving user stickiness by 13%+.
  - Led feature specification and delivery for AudioDirector and ColorDirector, executing key initiatives that accounted for ~40% of new revenue and shaping AudioDirector's future product roadmap.
  - Contributed to execution across a B2C SaaS portfolio spanning PowerDirector, AudioDirector, and ColorDirector. Supported ~10% YoY revenue growth through 0 → 1 feature delivery.

## PROJECT EXPERIENCE

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- Fox Tail Studio, NYCU** Hsinchu, Taiwan  
*Product Manager* Jul. 2022 – Mar. 2023
- Led a 4-person team in designing and developing a digital campus tour platform from 0 → 1.
  - Defined product requirements document to streamline execution and keep the team aligned.
  - Conducted user interviews and facilitated a co-creation workshop to prioritize features and shape the MVP.
- Communication and Outreach Division, NYCU** Hsinchu, Taiwan  
*UX Designer* Mar. 2022 – Jul. 2022
- Contributed to improving the university website's user experience by working with UI designers and front-end engineers.
  - Enhanced usability through IA restructuring, heuristic evaluation, and user testing, reducing bounce rate by 15% and driving 3K+ visits within the first 3 months.

## ACTIVITY & AWARD

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- Taipei Fall Codefest: Microservices Hackathon** Sep. 2024  
*Finalist (Top 15/110 teams)*
- Defined the problem scope and led the development of an MVP for a maternal health solution.
- Hsinchu MeiChu Hackathon** Oct. 2023  
*First Place Award*
- Led product direction and worked with 4 developers to build a generative AI Chatbot.
- OpenHCI Workshop** Aug. 2022  
*Best Design Award*
- Conducted user research and led the development of both software and hardware prototypes.

## EDUCATION

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- National Yang Ming Chiao Tung University** Hsinchu, Taiwan  
*MA, Communication Studies - Specialized in HCI and UX* Sep. 2021 – Nov. 2023
- Soochow University** Taipei, Taiwan  
*BS, Psychology - Specialized in Industrial Psychology* Sep. 2016 – Jun. 2020

## SKILL

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- **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, Tableau