

## WORK EXPERIENCE

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|---|----------------------------|
| <b>CyberLink Corp.</b>  | <i>New Taipei, Taiwan</i>  |
| <i>UX Product Manager</i>   | <i>May. 2024 – Present</i> |
| <ul style="list-style-type: none"><li>• Drove the data-driven UX roadmap for PowerDirector, optimizing existing features and improving user stickiness by 13%+.</li><li>• 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.</li><li>• Contributed to execution across a B2C SaaS portfolio spanning PowerDirector, AudioDirector, and ColorDirector. Supported ~10% YoY revenue growth through 0 → 1 feature delivery.</li></ul> |                            |

## PROJECT EXPERIENCE

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| <b>Fox Tail Studio, NYCU</b>   | <i>Hsinchu, Taiwan</i>       |
| <i>Product Manager</i>   | <i>Jul. 2022 – Mar. 2023</i> |
| <ul style="list-style-type: none"><li>• Led a 4-person team in designing and developing a digital campus tour platform from 0 → 1.</li><li>• Defined product requirements document to streamline execution and keep the team aligned.</li><li>• Conducted user interviews and facilitated a co-creation workshop to prioritize features and shape the MVP.</li></ul> |                              |
| <b>Communication and Outreach Division, NYCU</b>   | <i>Hsinchu, Taiwan</i>       |
| <i>UX Designer</i>   | <i>Mar. 2022 – Jul. 2022</i> |
| <ul style="list-style-type: none"><li>• Contributed to improving the university website's user experience by working with UI designers and front-end engineers.</li><li>• Enhanced usability through IA restructuring, heuristic evaluation, and user testing, reducing bounce rate by 15% and driving 3K+ visits within the first 3 months.</li></ul>               |                              |

## ACTIVITY & AWARD

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| <b>Taipei Fall Codefest: Microservices Hackathon</b>  |                  |
| <i>Finalist (Top 15/110 teams)</i>  | <i>Sep. 2024</i> |
| <ul style="list-style-type: none"><li>• Defined the problem scope and led the development of an MVP for a maternal health solution.</li></ul> |                  |
| <b>Hsinchu MeiChu Hackathon</b>   |                  |
| <i>First Place Award</i>  | <i>Oct. 2023</i> |
| <ul style="list-style-type: none"><li>• Led product direction and worked with 4 developers to build a generative AI Chatbot.</li></ul>        |                  |
| <b>OpenHCI Workshop</b>   |                  |
| <i>Best Design Award</i>  | <i>Aug. 2022</i> |
| <ul style="list-style-type: none"><li>• Conducted user research and led the development of both software and hardware prototypes.</li></ul>   |                  |

## EDUCATION

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

## 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