William Hsu

UX Product Manager

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

https://github.com/hsuweihung

Work Experience

UX Product Manager - CyberLink Corp.
May. 2024 - Current
- Drove product development and feature evolution across a multi-product portfolio (PowerDirector, AudioDirector, ColorDirector), from feature specification to launch.
- Delivered +9.8% MAU growth and +17.2% conversion uplift through monthly releases and a data-driven UX roadmap for PowerDirector.
- Launched 0→1 Gen AI features, including Podcast Studio in AudioDirector (delivered in 4 months) and an upcoming release in ColorDirector.

Project 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 - Finalist (Top 15/110 teams)
Sep. 2024
- Acted as Product Manager & UX Designer, developing a digital service for pregnant women.

2023 Hsinchu X MeiChu Hackathon - First Place Award
Oct. 2023
- Collaborated with a team of 4 software background to develop a generative AI chatbot.

2022 OpenHCI Workshop - Best Design Award
Aug. 2022
- Organized a cross-functional team to conduct user research and develop both software and hardware prototypes.

ST- TRANS ACTION AWARD - Merit Award
Oct. 2021 - Apr. 2022
- Led a cross-functional team in project execution and conducted user interviews to develop product strategy.

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

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