

EDUCATION

University of Michigan

Ann Arbor, MI | Apr 2020

M.S. in Information

HCI / UX Research & Design

National Taiwan Normal University

Taipei, Taiwan | Aug 2016

M.A. in Teaching Chinese as a Second Language

- Outstanding Graduate Student

National Taiwan University

Taipei, Taiwan | Jun 2013

B.A. in Foreign Languages & Literature

- Presidential Award

SKILLS

UX Research

Competitive Analysis
SWOT Analysis
Analytics Review
Contextual Inquiry
Stakeholder Interview
In-depth Interview
Survey Design
Interaction Map
Preference Testing
Card Sorting
Heuristic Evaluation
A/B Testing
Usability Testing
Affinity Analysis
Causal Diagram
Persona & Scenario
Journey Map
Storyboarding
Flowchart
Sitemap

Tools

Qualtrics
SPSS
Tableau
Google Analytics
Adobe Creative Suite
Axure RP
Figma
InVision

Other

Agile Methodology
Experiment Design
Market Analysis
Statistical Analysis
Interaction Design
Prototyping
Wireframing
CSS / HTML/JS
Python

SELECTED PUBLICATION

Conference Poster

Hsiao, S. H., & Chen, Y. The Representation of Polysemy in Mandarin Verbs: Chi, Da, and Xi. Presented at the Ninth International Conference on the Mental Lexicon in Niagara-on-the-Lake, Ontario, Canada. (Sep 30 to Oct 2, 2014)

EXPERIENCE

Dynamo Metrics

Ann Arbor, MI | Sep 2018 - Present

Graduate UX Researcher

- Identified key pain points for code enforcement officers at the City of Jackson when interpreting property and neighborhood data via with ethnography, contextual inquiry, interviews and affinity analysis.
- Evaluated usability of the current data visualization application and provided redesign suggestions with an interactive prototype using Figma.

Synology Inc.

Taipei, Taiwan | Oct 2016 - Jul 2018

Marketing Specialist, Global Marketing Team

- Led all marketing research and activities in the ANZ, the Middle East, and South Africa markets to increase brand awareness in hybrid cloud, data storage and protection, storage virtualization, surveillance, and networking solutions to both consumer and business customers.
- Researched and executed go-to-market strategies to drive sales in the video production vertical.

National Taiwan Normal University

Taipei, Taiwan | Jun 2013 - Jun 2016

Research Assistant, Chinese Semantics Lab

- Research area: Chinese semantics, cognitive linguistics, language acquisition, and vocabulary retention.
- Published a journal article, a conference paper, and a conference poster.

PROJECTS

Ford Labs RetroQuest

Ann Arbor, MI | Jan 2019 - Present

UX Researcher

- Provide comprehensive mix methods usability and needs assessments for the internal productivity tool at Ford.
- Identified 10+ critical usability issues and offered design recommendations to enhance team retrospective meeting efficiency.

Food Gatherers

Ann Arbor, MI | Sep 2018 - Jan 2019

UX Researcher

- Optimized the service and operation design for the organization's food recall handling procedures with contextual inquiry methodologies.
- Pointed out three major problems in the client's workflow with six in-depth interviews.

groGo

Ann Arbor, MI | Sep 2018 - Jan 2019

UX Researcher and Designer

- Addressed three major pain points for in-store grocery shoppers through competitive analysis, survey distribution, and in-depth interviews.
- Crafted an interactive mobile a prototype to streamline in-store grocery shopping experience from planning to expense tracking with Axure RP.

A2 Data Dive

Ann Arbor, MI | Mar 2019

Data Visualization Volunteer

- Visualized violation inspections data of food service organizations in Detroit using Tableau and SPSS, highlighting district with most school violations and their correction patterns.