



Aspiring UX professional with IT marketing and psycholinguistics research background.

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EDUCATION

University of Michigan, Ann Arbor School of Information

Ann Arbor, MI | Sep 2018 - Apr 2020

M.S. in Information

HCI / UX Research & Design

National Taiwan Normal University

Taipei, Taiwan | Sep 2013 - Aug 2016

M.A. in Teaching Chinese as a Second
Language

Freie Universität Berlin

Berlin, Germany | Sep 2011 - Jul 2012

Full Scholarship Exchange Program

National Taiwan University

Taipei, Taiwan | Sep 2008 - Jun 2013

B.A. in Foreign Languages & Literatures

SKILLS

UX

Competitive Analysis
Prototyping
Qualitative Analysis
Quantitative Research
Usability Testing
Wireframing

Development

CSS
HTML
JavaScript
Python
SQL

Tools

Axure RP
Balsamiq
Illustrator
InDesign
InVision
Photoshop

Marketing

Google Analytics
Go-to-market
Strategy
Market Research
Public Speaking

PROFESSIONAL EXPERIENCE

Synology Inc.

Taipei, Taiwan | Oct 2016 - Aug 2018

Marketing Specialist, Global Marketing Team

- Led the design, implementation, and analysis of all marketing strategies in Australia, New Zealand, the Middle East, and South Africa.
- Oversaw all regional marketing campaigns, delivering web content strategy and layout design while managing development projects.
- Contributed to over 23% and 60% YoY growth in positive media coverage in Australia and New Zealand.
- Educated over 500 users about the company's new enterprise solutions in six technical seminars.

National Taiwan Normal University

Taipei, Taiwan | Jun 2013 - Jun 2016

Research Assistant, Chinese Semantics Lab

- Published three research projects in the areas of cognitive linguistics, language acquisition, and psycholinguistics.

UX PROJECTS

Dynamo Metrics & City of Jackson

MI | Sep 2018 - present

UX Research, UX Design, Project Management

- Enhanced user experience of a data visualization application customized for Jackson City's code enforcement team.
- Reduced visual complexity by 90% in the final prototype using Figma.
- Manage project schedule for the cross-disciplinary student team.

Food Gatherers

Ann Arbor, MI | Sep 2018 - Jan 2019

UX Research, Service Design

- Provide information consultation regarding food recall handling procedures for the food bank.
- Apply extensive qualitative methodology, including background research, competitive analysis, and user interviews, with four other team members.

groGo

Ann Arbor, MI | Sep 2018 - Jan 2019

Product Research & Design

- Identified three major pain points of in-store grocery shopping through user interviews and survey.
- Crafted a high-fidelity, interactive mobile prototype featuring a new planning experience, AR navigation and ingredient scanner with Axure RP.

PUBLICATIONS

Journal Article

Hsiao, Huichen S., Yi-Chun, Chen and Ying-Chen Wu. (2016) The Representation of Polysemy in Mandarin Verbs: Chi, Da, and Xi. *Concentric: Studies in Linguistics*, 42(1), 1-30.

Conference Paper

Hsiao, S. H., & Chen, Y. Effects of Metaphorical Awareness on Reading Comprehension and Vocabulary Retention. Presented at the 2015 International Annual Conference of Teaching Chinese as a Second Language in Taitung, Taiwan. (Dec 25 to Dec 27, 2015)

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)