



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 Univeristy

Taipei, Taiwan | Sep 2008 - Jun 2013

B.A. in Foreign Languages & Literatures

## SKILLS

### UX

Competitive Analysis  
Prototyping  
Qualitative Analysis  
Quantitative Research  
Usability Testing  
Wireframing

### Tools

Axure RP  
Illustrator  
InDesign  
InVision  
Photoshop

### Development

CSS  
Django  
Flask  
HTML  
JavaScript  
Python

### Marketing

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

## PROFESSIONAL EXPERIENCE

### Synology Inc.

Taipei, Taiwan | Oct 2016 - Jul 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 various UX research methods.
- 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. *Concetric: 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)