

# WEI-HUNG HSIEH

UX/Product Designer

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portfolio weihunghsieh.net

*I'm a designer with solid visual design skills and a wide variety of prototyping capabilities, as well as years of experience leading end-to-end design process in multi-disciplinary teams.*

## EDUCATION

### Master of Human-Computer Interaction and Design

University of Washington | Seattle, WA | 2016-2017

### Master of Arts in Advertising

National Chengchi University | Taipei, Taiwan | 2007-2011

### Bachelor of Education, Minor in English

National Chengchi University | Taipei, Taiwan | 2003-2007

## FEATURED DESIGN PROJECTS

### Podium | Feb-Aug 2017

Educational web app that helps people become confident public speakers.

Skills: UX Design, Visual Design System, Video Production, Research

### Good Aim | Nov-Dec 2016

Augmented reality mobile game that empowers students to positively impact communities.

Skills: User Flow, Prototyping (Framer Interactive Prototype), Game Design

### Typeface Explorer | Jan-Mar 2017

Interactive data visualization for designers who struggle to choose typefaces.

Skills: Programming (Processing), UX Design, Research

### Berserker Glove | Feb-Mar 2017

A mini game and a glove-shaped game controller with built-in sensors.

Skills: Programming (p5.js, Arduino IDE), 3D Modeling, Game Design

## WORK EXPERIENCE

### Senior Product Manager + Product Designer

ASUS | Taipei, Taiwan | 2011-2015

Led design process of a brand new product line "ASUS Commercial Series" motherboards.

Designed user interface of ASUS Watchdog Timer app.

Launched 15+ products, including small form factor motherboards for DIY All-in-One PC.

Achieved 100% annual sales growth of commercial motherboards (Total 1.5M units) in 2014.

### Research Assistant

Department of Advertising, National Chengchi University | Taipei, Taiwan | 2009

Designed and operated eye-tracking experiments for *Internet Heavy Users' Usability and Information Processing of Online Shopping Websites*, a National Science Council project.

### Screenwriter/Production Assistant Intern

Taiwan Public Television Service, Program Department | Taipei, Taiwan | 2007

Wrote scripts for award-winning educational TV program *Buzz Go Go Go*.

## SKILLS

Interaction Design  
User Interface Design  
Visual Design  
Rapid Prototyping  
Storyboarding  
Wireframing  
Illustration  
Video Storytelling  
User Research  
Usability Testing

## TOOLS

### Visual Design

Sketch  
Illustrator  
Photoshop  
InDesign

### Development

HTML  
CSS  
JavaScript  
Processing  
p5.js

### Prototyping

Framer.js  
InVision  
Principle

### Video Production

Final Cut Pro  
Premiere Pro  
After Effects

### Data Analysis

Tableau  
SPSS

### 3D Modeling

Rhinoceros