

Roger Hsiao (No visa support required)

UX&UI Designer

Hi, I'm Roger, a UX&UI designer worked at Bytedance.
I enjoy creating user-centric experiences.

Experience

Bytedance UXUI designer / 2022 Oct - Present

B2B (PRM, console & internal system)

- **PRM:** Onboarded 33 partners including 2 major partners from Korea and Vietnam, gained close to **1M USD revenue**.
- **Console:** Increased the number of registered users on the console with a rate of **37%**. The total number of card-linked users has grown **87.5%** with a half-year growth.
- **Page builder:** Delivered 5 page templates and 15 section templates for users to flexibly choose from and curate content according to business needs. This has increased the CMS coverage of the website **from 20% to 72%**.

B2C (website, doc center)

- **Doc center:** Managed migration of all 14 products and 800 pieces of documentation to the in-house documentation center. This helped BytePlus to realise the **cost saving of 300K USD annually**.
- **Website:**
 - **Product launch:** Delivered 14 product pages and 1 solution page and expect to complete the launch of 48 core cloud products on the public cloud by 2024 Jun 30.
 - **Notice banner:** The redesigned banner has helped to improve event signup **by 300%**.
 - **Customer success page:** Designed the new page from scratch and included 10 customer success case studies.

Glossika product designer / 2020 Dec - 2022 Apr

- Redesigned the main learning page through user research, prototyping, and AB testing, enhancing user satisfaction **by 32%**.

Bosch UX designer intern / 2020 Jan - 2020 Jun

- Assist in gathering solutions and user needs for the Office365 project through internal workshops, personas, user journey maps, service blueprints, and field studies.

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Education

National taiwan university of science and technology / 2016 - 2019 (3.74/4.0)

M.F.A. in UXUI design

Kunsthochschule Berlin / 2018 - 2019

- Received full scholarship from the Ministry of Education.

Recognitions

Prize

TED speaker in NCUE / 2017

Red dot design award / 2016 (winning rate 6.1%)

Braun prize award / 2015 (winning rate 0.59%)

TISDC / 2015 (winning rate 0.97%)

Beijing designer week - Top1/ 2015

Certification & Patents

NNGroup ux certificate / 2020

China utility patent / 2017

Taiwan utility patent / 2016

Skills

Research, design, user testing

UX Research • UI/Interaction Design • Scrum • Service Design • Information Architecture • Wrieframing • Prototyping • Usability Testing • Data • Analysis • Motion • Data Visualization • Illustration

Software

AIGC • Figma • Sketch • AxureRP • Adobe Suite • Flinto • AE • ProtoPie • HTML • CSS • Javascript • C4D • Keyshot • GTM • GA • Data Studio • SPSS