

Roger Hsiao (Taiwanese, Singapore PR)

Sr. Product Designer (ex-Bytedance & Tiktok)

Hi, I'm Roger. I excel in internationalization, B2B/B2C in multi-device, and actively explore AI.

Experience

Socrates(web3) Sr. product designer / 2024 Jul - Present

- Designed multi-platform interfaces (iOS, Android, Web, H5), achieving **1M downloads** and **115K DAU** in the first month.
- Launched a multi-category marketplace with **\$100M transaction volume** in the first week.

Bytedance UXUI designer / 2022 Oct - 2024 Jul

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.

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**.
- Optimized product module pages, increasing the conversion rate from **2.56% to 12.18%**.
- **Notice banner**: The redesigned banner has helped to improve event signup by **300%**.

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

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