

Owen Weng-Ken Hsiao

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EDUCATION

University of California, Berkeley, School of Information; Berkeley, CA
Master of Information Management and Systems; GPA: 3.7/4.0
Focus: Product Management with robust training in UX Research and Data Analysis

May 2017

Boston University School of Management; Boston, MA
Bachelor of Science in Business Administration; GPA: 3.52/4.0 – Magna Cum Laude

September 2010

SKILLS

- Python, Tableau, MySQL, HTML, CSS 5, Google Analytics, Piwik Analytics, JIRA, Excel
- Agile Product Development, Project Management, Data Analysis & Visualization, Business Strategy & Analysis, Cross-Functional Communication, User Needs & Usability Research, Scrum

EXPERIENCE

eBay Inc. San Jose, California
Data Product Manager Intern

May 2016 - August 2016

- Oversaw the end-to-end development of the bulk upload feature for eBay's promoted listings campaign management tool
- Conducted 1st party Ads market competitor analysis and identified key market opportunities for eBay's CTO in two weeks and received high praise and positive feedback
- Managed cross-functional communications among developers, UI/UX designers, quality engineers and content specialist to launch successful product design
- Executed and maintained product requirement document for eBay's promoted listings' bulk upload product feature to ensure successful product launch in October, 2016

DiabeticLink (U.S. based Headquarters) Taipei, Taiwan
Product Manager

September 2012 - June 2015

- Acquired \$200,000USD in government funding to invest in SilverLink, an integrated intelligent homecare and healthcare management system for senior citizens
- Analyzed Internet user behavior via Apache server logs and Google Analytics and identified "graphic oriented" reading habits to increased webpage traffics from Facebook to website tenfold
- Managed cross-functional communications and development timelines to successfully create SilverLink's Bluetooth low-energy hardware devices with engineering teams in Taiwan and U.S.A.
- Led end-to-end product development to create "tw.diabeticlink.org," a website that uses health informatics big data outputs for diabetes disease management; completed requirements gathering, UX design, and coding implementation
- Oversee internationalization and localization incorporating qualitative research from interviews with physicians and nurses, and focus group studies to enhance user engagement

Trend Micro; Taipei, Taiwan
R&D Contractor

May 2012 - September 2012

- Conducted localization for DirectPass's PC interface and webpages and Online Guardian's online portal interface in Mandarin, Japanese, English, German; completed Mandarin and Japanese versions in three months

National Taiwan Museum; Taipei, Taiwan
Civilian Servicemen Group Manager

April 2011 - May 2012

- Managed 13 civilian servicemen across 5 departments, delegated operation assignments for nationwide exhibitions
- Organized and documented a seven-month exhibition on Marine Taiwan, attracting over 200,000 attendees

Universal Pictures (UK) Ltd.; London, United Kingdom
Marketing Intern

October - December 2009

- Enhanced user experience and interface design for Universal UK's national PoP vending system and new retail website, 24/7.com
- Managed Universal UK's PoP entertainment retail vending network's back-end inventory system

PROJECTS

TEEM Spring 2017
Utilized Google Cloud Speech API, Google Calendar API and Natural Language Processing (NLP) Models to develop a mobile application empowering the users to effectively schedule and manage their meetings and project progress.

MOOCs User Retention Rate Analysis & Improvement Project Fall 2016
Utilized behavioral economics methods such as gamification, hyperbolic discounting rate, and present bias to increase user adoption and retention rate for MOOCs