

Hao-Wei Kao

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EDUCATION

Master of Science in Information Systems | Northeastern University **Expected May 2025**

- Coursework: *Web Design and User Experience Engineering, Web Development Tools and Methods*

Creativity and Entrepreneurship Credit Program | National Taiwan University **Jun 2023**

- Coursework: *Service Design, Innovation Service Business Model Design*; GPA: 4.0

Bachelor of Science in Forestry and Resource Conservation | National Taiwan University **Jun 2022**

- Coursework: *Design Your Life*; GPA: 3.7

SKILLS

Technologies & Tools React, JavaScript, CSS, HTML, Python, Figma, Adobe Creative Suite, Miro, Notion, Canva

User Experience Skills Persona, User Journey, Affinity Mapping, Service Blueprint, Prototyping and Testing, Design System

Product Management Product Roadmap and Strategy, User Research, Market Research, Teamwork and Leadership

EXPERIENCE

Founder & Product Designer | TechFrog, Taipei, Taiwan **Sep 2022 – Jun 2023**

- Founded SaaS startup, outperforming over 30 competitors to secure prestigious incubator placement, further achieving first place in a demo-day through persuasive data-driven decision making and best possible end-to-end experience
- Collaborated in a team to pioneer a self-scanning platform, enhancing digital transitions for traditional grocery businesses, aligning with user-centered design principle
- Led cross-functional team of 8 comprising engineers, researchers and business developers to drive product development, delivering minimum viable product by considering technical feasibility and insights gathered from prototype testing
- Spearheaded the entire UX process, from user research to wireframing web applications, resulting in a 60% acceleration of user interfaces (UIs)/UX design timelines
- Implemented effective communication strategies in 1-on-1 meetings, resulting in a 25% decrease in employee turnover

UX Researcher | LINE Fresh, Business Competition, Taipei, Taiwan **Aug 2022 – Jan 2023**

- Established the creation of reusable tableware rental service for night markets, adopting design thinking methodology; drove successful collaboration with developers to launch the initial version of the service
- Executed over 10+ user interviews, utilizing affinity mapping to pinpoint user pain points and build persona through research and analysis
- Employed Wizard of Oz Method and Usability Testing to validate hypotheses and prototypes, gathering real-world feedback and iterating user journey map and service blueprint based on user insights
- Awarded special prize among 150+ teams by refining our service based on user feedback, and powerful presentation

User Experience Designer | Project WoodCircle, Taipei, Taiwan **Aug 2021 – Dec 2022**

- Created user flows, wireframes to devise comprehensive prototypes in Figma, utilizing strong interaction design and visual design skills to build upcycling platform website
- Secured \$4,000 in funding from business competition using exceptional presentation skills
- Enhanced 20% team productivity by creating project management system using Notion, optimizing meeting schedules and revamping overall workflow

Graphic Designer | Freelance, Taipei, Taiwan **May 2019 – Dec 2021**

- Completed over 30 projects, resulting in the creation of more than 80 distinctive design products
- Leveraged strong communication skills to collaborate closely with clients to understand their specific needs and preferences, and delivered personalized design solutions within stringent timelines