

# Ray (Jen-Yao) Hsu

a0937736966@gmail.com

## WORKING EXPERIENCE

---

### Cyberlink Co., Ltd

Senior App Growth Product Manager

Taipei, Taiwan

Jan.2024 - May.2025

- Drove record-high weekly revenue for PhotoDirector by designing a Christmas campaign, boosting iOS revenue by 22% and Android revenue by 18% WoW.
- Improved subscription conversion rate by 62% through a redesigned subscription page layout and strategic promotional offers.
- Increased PhotoDirector Android Revenue by 22% in the United States and by 16% in Germany by executing regional price testing and conducting price adjustment.
- Used Tableau API with python to automate data retrieval, reducing manual updates times by 30%.
- Utilized looker studio to connect with Mixpanel, enabling product managers to monitor App usage performance effectively.

### Far EasTone Telecommunications Co., Ltd

Business Data Analyst

Taipei, Taiwan

Nov.2022-Jan.2024

- Established an holistic and machine learning approach for Direct carrier billing (DCB), used LightGBM model to find the probability of default of customer and applied MRMC methodology to look at the optimally adjusted credit line for each group of customers.
- Built web crawler to generate SEO blog post ideas of smartphones and grew website traffic ,which is an increase by 8.3 times.
- Acted as the consultant of the company's Test & Learn platform, designed and conducted A/B testing projects.
- Conducted analysis on customer behavioral and digital data to discover opportunities for improvement and evaluate potential business value.

### StockFeel Information Co., Ltd.

UX Designer

Taipei, Taiwan

Nov.2021-Nov.2022

- Conducted usability testing sessions to study users' interactions and task-doing performances.
- Refined the information architecture of websites using wireframes to iterate ideas.
- Ran evaluative research project to identify issues in current user flows.

## EDUCATION

---

### National Taiwan University,

Bachelor of Department of Political Science

GPA 4.11/4.18/3.88/3.73/3.91/ 3.97

Taipei, Taiwan

Sept.2016-Jan.2021

## VOLUNTEERING

---

### Women Techmakers Taiwan

Volunteer

Taipei, Taiwan

Dec.2020-July.2023

- Host a workshop for junior designers and developers to learn designer-developer collaboration.

## LANGUAGES

Mandarin (native), English (Fluent, IELTS 6.5/9, TOEIC 800/990)