

Raymond (Jen-Yao) Hsu

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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

WORKING EXPERIENCE

BonBonMusic co. ltd
Content marketing intern

Taipei, Taiwan
Winter 2018

- Design the BonBonMusic brand video
- Manage the existing social platforms and work with marketing to build and execute influencer marketing and social strategy
- Optimize the content of blog for search engines

Begonia Design

Strategy consultant intern

Taipei, Taiwan
Jul.2019-Sept.2019

- Develop information architecture for customers
- Assist in the process and development of long term orientation for new employee
- Work with strategy consultant to gather competitive research
- Generate web design proposal through marketing tools such as similar web, awoo

National Taiwan University D-School

Teaching assistant

Taipei, Taiwan
Sept.2018-Jan.2021

- Provide comprehensive teaching and admin support
- Create lesson plans working in close collaboration with specialist teachers
- Assist teachers with classroom record keeping and other administrative duties

CommonWealth Magazine Group

User experience and data analytics intern

Taipei, Taiwan
Jul.2020-Jan.2021

- Present competitor analysis of three learning platforms
- Develop card sorting experiments to find appropriate information architecture
- Create user data analysis through google analytics and Tableau for data reporting

PROFESSIONAL QUALIFICATION

- Seminar on Communication in Action Training Course
- Critical Thinking and Problem Solving Training Course
- Introduction to Design Thinking Coaching Training Course
- Service Innovation and Design / Fundamentals of Interaction Design (II)
- R Language and Text Mining: An Application of Public Issues

LANGUAGES

Mandarin (native), English (Fluent, IELTS 6.5/9, TOEIC 800/990), Japanese (N2 level)