

Hsiang-Chih Chiu

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SUMMARY

Early-career product professional translating business requirements and user research into data-informed technical solutions. Partnered cross-functionally to redesign an AI-assisted fraud-review workflow, directly detecting 45.4% of targeted cases and reducing estimated manual-review effort by 50%.

EDUCATION

National Chengchi University

Sep 2024 – Aug 2026

M.S. Candidate, Graduate Program in Digital Content and Technologies

GPA: 4.29/4.3

- Relevant coursework: Human-Computer Interaction Design, Advanced User Experience Design, and Robot and AI Interaction.

National Tsing Hua University

Sep 2021 – Jun 2024

B.F.A. in Art and Technology; Second Specialization in Psychology

GPA: 3.97/4.3

- Relevant coursework: Introduction to Computer Science, Web Design, Innovation and Entrepreneurship, Consumer Psychology, and Service Science.

EXPERIENCE

Product Management Intern

Jul 2025 – Apr 2026

Portaly

Product Feature Development & Commercialization

- Led the 0-to-1 launch of monthly recurring sponsorships across payment flows, backend logic, and user communication; recurring contributions represented 36% of sponsorships in the first month.
- Collaborated on the Media Kit feature by synthesizing user interviews and cross-functional requirements, consolidating design concepts generated with Lovable and Firebase Studio into final wireframes and design specifications.

AI Application Strategy & Workflow Automation

- Redesigned a fraud-review workflow that previously relied on hard rules and manual review, introducing AI-assisted screening; the new path directly detected 45.4% of targeted cases and was estimated to reduce manual review effort by approximately 50%.
- Developed an AI-driven content workflow with Claude Projects, improving output efficiency by 60–75% and reducing production time per article from 1.500 days to 0.500 day.
- Planned and executed a Generative Engine Optimization strategy that increased brand visibility by 20–50% across multiple LLM platforms while clarifying tradeoffs between AI visibility and SEO traffic.

Product Design and Delivery Lead

NCCU Digital Content External Collaboration Projects

Taiwan Food Education Association – Community App

Jul 2026 – Aug 2026

- Coordinated integration across GitHub branches and pull requests during a 2-day prototype sprint; the team completed 13 related pull requests.
- Used AI-assisted development to decompose a 5,092-line single-file HTML interactive prototype into React and TypeScript product flows, delivering an integrated version ready for demonstration and acceptance review.
- Authored a 39-page product and engineering handoff with 14 flow diagrams, documenting the feature inventory, core workflows, acceptance criteria, known limitations, and follow-up work.

Open Culture Foundation – FreeSEED (LLM Arena)

Mar 2025 – Jun 2025

- Led the platform's shift from a utility-focused LLM Q&A tool to a community and gamification product architecture, redesigning the information architecture and introducing daily topics, trending discovery, and leaderboards.
- Led a 4-person UX/UI team and coordinated with product and engineering stakeholders to translate multi-party requirements into product architecture and design specifications.

Research Assistant

Sep 2022 – Jun 2024

Ubiquitous Computing Lab, National Tsing Hua University

- Led user research for an alcohol use disorder treatment chatbot, combining in-depth interviews with Kano survey analysis to translate qualitative and quantitative findings into feature priorities.
- Designed surveys and analyzed more than 200 responses for a compulsive buying study, translating quantitative results into user insights and supporting external publication.

AR Product Design Intern

Jul 2022 – Dec 2022

Printing Technology Research Institute (PTRI)

- Contributed to AR tabletop game development from market research and feature design through prototype testing, helping define the product direction and user experience.
- Conceptualized and developed the 0-to-1 AR educational tabletop game *Paper Box Monsters*, integrating interactive play with children's learning scenarios.
- Presented the product at a public showcase and pitched its concept and application value to judges and stakeholders.

COMPETITIONS

- InnoConnect+ National Service Innovation Competition – Hi-Life Track | Special Award

2025

- Redesigned Hi-Life’s gifting-service flow and proposed the Lai Love Calendar concept to strengthen emotional connection; invited to present the proposal to the company’s general manager and received strong executive recognition.
- NCCU AI and Sustainability Innovation Competition | Finalist

2025

- Served as product manager for *StyleSight*, an AI voice-based styling system integrating Gemini API image recognition with a Firebase Studio frontend prototype; led delivery from product architecture through the final pitch.
- DIGI x TCA Global Digital Stars Award | Silver Award

2022

- Placed among more than 100 teams with a digital product innovation solution demonstrating strong user insight and execution.

RESEARCH OUTPUTS

- Peer-Reviewed Conference Publication

Qiu, Xiang-Zhi, Tina Chien-Wen Yuan, Nanyi Bi, Ming-Chyi Huang, and Chuang-Wen You. “Exploring the Challenges and Opportunities in Developing Systems to Improve Alcohol Use Disorder through Chatbot Technology.” *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems*, Article 123, pp. 1–5, 2023.
doi:10.1145/3544549.3585635
- Workshop Paper

Hsiang-Chih Chiu, Yihsiu Chen, and Tsung-Yu Hou. “Metacognitive Agents for Collaboration: Making Uncertainty Visible and Enabling Handoff.” *ACM CHI 2026 Workshop on Human-Agent Collaboration*, Barcelona, Spain, Apr. 2026.
Accepted workshop paper.
- Research Award & Presentation

College Student Research Creativity Award. Research project investigating design-quality factors for alcohol-use-disorder chatbots using the Kano two-dimensional quality model; selected among the top 200 from more than 4,400 submissions, 2024.

Chiu, H. C., et al. “Changing College Students’ Impulsive Buying Behavior: Interactive Design Integrating a Physical Wallet and Mobile Application.” *Taiwan Human-Computer Interaction Conference*, 2022.

PROFESSIONAL DEVELOPMENT

- NTU Critical Thinking and Problem Solving (CTPS)

Jan 2026 – Jun 2026

Apprentice (Auditor)

 - Audited a structured problem-solving curriculum incorporating the McKinsey 7-Step framework to strengthen hypothesis-driven analysis, problem structuring, and evidence-based communication.

SKILLS & ADDITIONAL INFORMATION

- AI and Product Development:** Cursor, Firebase Studio, Lovable, JavaScript, HTML/CSS, GitHub, Git.
- User Research:** User interviews, survey design, qualitative research, user insight synthesis.
- Data Analysis:** Mixpanel, Google Analytics, Excel, JASP.
- Languages:** Mandarin Chinese (native); English (TOEIC 880).