

Resume

Tsui-Mou Hsiao

Product Designer with 5+ years of experience in Fintech & AI

<https://www.tsui-mou.com/>
[linkedin.com/in/tsui-mou/](https://www.linkedin.com/in/tsui-mou/)
tsuimou.uswork@gmail.com
206-797-6915

EXPERIENCE

Product Designer | Microsoft Azure AI

Jan 2025 – Present | Seattle, Washington | Corporate Sponsor

- Led design of 4 cognitive accessibility features to reduce context switching by leveraging simplification and AI (Copilot) integration, through concept sketches, user journeys, low/high-fidelity designs, and interactive prototypes.
- Conducted semi-structured interviews to identify ADHD workflows with 3 subject matter experts and 5 neurodivergent users, synthesizing into 5 insights and 4 design principles to shape product strategy.
- Refined LLM output by developing prompt guidelines, using prompt evaluations and 3 rounds of usability testing to refine tone, structure, and intent.

Product Designer | Optimizely

Mar 2025 – Jun 2025 | Seattle, Washington | Corporate Sponsor

- Influenced product leadership by analyzing 14 AI tools for chain-of-thought patterns, informing strategy around marketers' challenges with AI.
- Informed the roadmap by designing 3 features that made AI reasoning more transparent and interactive, shaping future work on trust and human-AI interaction.

UX Designer | Good Finance Securities co., Ltd.

Jul 2021 – Mar 2024 | Taipei, Taiwan | Full Time

- Increased AUM by \$2.05M in 4 months by shipping stock account opening service on iOS & Android, collaborating with 11 cross-functional teams. Refined user flow and prototype through 7 rounds of usability tests with the UX research team.
- Optimized development handoff efficiency by 20% and reduced UI bugs by 25% by building a 0-to-1 design system with standardized guidelines for consistency.
- Shaped roadmap for the stock investment app by creating 4 high-fidelity prototypes and 12 design principles that guided feature prioritization, based on insights from stock analysts and design research across 30+ fintech apps.

UX/UI Designer | National Chengchi University

Sep 2020 – Jan 2021 | Taipei, Taiwan | Contract

- Developed prototypes for 6 digital banking scenarios using scenario-based research, highlighting user pain points and unmet needs for E.Sun Bank executives.
- Identified digital improvements by uncovering 7 pain points through scenario-based research, field studies at 3 bank branches, and 4 interviews, shaping customer journeys.

Service Design Assistant | Wu Pao-Chun

Apr 2019 – Aug 2019 | Taipei, Taiwan | Contract

- Drove store traffic by 13.2% and sales by 11.7% by redesigning service flow and wayfinding based on 3 contextual inquiries and leading the "Picnicking Under the Eiffel Tower" in-store activation, which became the model for future brand events.
- Led in-store marketing and layout strategy by facilitating 2 stakeholder workshops, mapping customer journeys, and delivering research-backed retail recommendations

LEADERSHIP

Leadership Lecture Series Manager | University of Washington

Mar 2025 – Present | Seattle, Washington | Part-Time

- Hosted and coordinated leadership lectures for 100+ graduate students by partnering with guest speakers from Figma, Amazon, Microsoft, TikTok, and other leading companies, strengthening industry engagement and student learning.

EDUCATION

Master of Human-Computer Interaction + Design

University of Washington
Class of 2025

Graduate Diploma, Art & Design: Product Design Pathway

Royal College of Art
Class of 2020

Bachelor of Business Administration

Tunghai University
Class of 2018

ACHIEVEMENTS

FigBuild 2025, Figma

3rd Place / 200+ teams

TOOLS

Figma
v0 by Vercel
Azure AI Foundry
Zeplin
Adobe (Lr, Ps, Ai, Id)
Procreate
Framer
TestRail

SKILLS

Design:

Cognitive Accessibility Guidance
Design System
Interaction Design
iOS & Android Design
Responsive Web Design
Illustration & Animation
Brand Guidelines
Prompt Evaluation

Research:

User Persona
Customer Journey Mapping
Competitive Analysis
RITE Testing
Contextual Inquiry
Usability Testing

VOLUNTEER

Taiwan Paw Print K9 Rescue
BanQiao Dog Shelter