

Kyle Hsia (夏翔)

Product Designer & Design Lead · Taipei, Taiwan

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SUMMARY

Product designer with **10+ years** of experience in **B2B SaaS** and **wellness technology**. Focused on translating complex system logic into clear, usable interfaces — from early user research through to launch. Works across the **full product design cycle** in cross-functional teams, with a track record of shipping user-centered products that balance business constraints with genuine user needs.

PROFESSIONAL EXPERIENCE

Lead Product Designer – GoFreight (FreightTech SaaS)

2016 – Present | Full-time | Taipei, Taiwan

GoFreight is a Series A cloud-based vertical SaaS company in the freight forwarding industry. In 2022, it raised US\$23M in funding to expand its global logistics platform.

- **AI Email Add-in (Outlook Plugin):** Designed a 0-to-1 AI-powered sidebar for operations staff to parse emails and sync data directly into the system. Validated with **7 beta companies** before development; reduced manual data entry and improved document traceability.
- **Rate Management System:** Designed and launched a rate management tool for forwarder sales and pricing teams. Piloted with **14 paying customers**; reduced quote creation time by **~30–40%**.
- **Customer Portal Dashboard:** Created a net-new dashboard visualizing shipment status, estimated arrivals, and outstanding invoices for importers and exporters. Focused on quick-glance clarity and user customization.
- **Built and led an 8-person design team** from scratch — hiring, onboarding, mentoring, and establishing design workflows and standards across an Agile product organization.
- Built and maintained **2 design systems** applied across **4–5 products**, enabling consistent UI at scale.
- Introduced **Mixpanel**, **Google Tag Manager**, and **Hotjar** to establish behavior-based feedback loops and data-informed product decisions.

Co-founder, Product Designer – HealYou 聊心茶室 (Mental Health Platform)

2021 – Present | Side project

Building a platform for online psychological counseling, career coaching, and emotional self-help tools.

- Designed end-to-end: branding, therapist profiles, booking flows, and post-launch iterations.
- Improved therapist profile conversion **from 1.3% to 4.15%** by surfacing availability directly on the profile page.
- Reduced homepage bounce rate **from 75% to 55%** through A/B testing and user interviews, surfacing a hidden entry point via screen recordings.
- Grew counseling sessions **6x** over three years.

Creative Designer – Edenred Taiwan

2015 – 2016 | Full-time | Taipei, Taiwan

- Created marketing visuals, web production, and e-voucher campaigns in HTML/CSS/jQuery.
- Shipped a B2B vendor app for Samsung's partner network, meeting production standards and deadlines.

Lead Designer – Galilei Marketing Design

2012 – 2015 | Full-time | Taipei, Taiwan

A creative studio handling end-to-end project work across visual and spatial disciplines.

- Managed client relationships, proposals, and quotations alongside design execution.
- Designed across packaging, print, events, trade exhibitions, window displays, retail fixtures, and web.
- Supervised and coordinated a team of 2 junior designers.
- Gravitated toward digital work over time, leading to the move into product design.

SKILLS

- **UX/UI:** User Research, Wireframing, Prototyping, User Flows, Interaction Design, Usability Testing, A/B Testing, Information Architecture, Mobile/Web Responsive
- **Design Systems:** Component Libraries, Design Tokens, Cross-product Consistency
- **Tools:** Figma, Framer, Notion, Claude Code, Jira, Supabase, Lovable, Mixpanel, Hotjar
- **Development Basics:** HTML/CSS, JavaScript (basic), Google Apps Script
- **Languages:** Mandarin (Native), English (Fluent), Japanese (Beginner)

EDUCATION

Bachelor's in Visual Communication Design — 明志科技大學, 2008–2012

Design Kit: The Course for Human-Centered Design — IDEO.org, 2016