

TING YU, HSIEH

Product Design & Operations Professional

PROFESSIONAL SUMMARY

Strategic Product Operations & Design leader with 3+ years of experience bridging user-centered design with operational excellence. Proven track record in scaling products, optimizing processes, and driving cross-functional initiatives that align business goals with user needs.

EXPERIENCE

Project Manager (Product & Oversea Sales Operations)

@ Flat Medical (US & EU Team) | July 2023 - Present

- Led global sales operations transformation by designing and implementing integrated CRM workflows and sales pipelines across markets.
- Spearheaded inventory and shipment workflow redesign, reducing response time from 3 months to 3 days for weekly insights and monthly reporting.
- Managed successful product campaigns and tradeshow initiatives through cross-functional coordination between sales, tech, and marketing teams.
- Developed standardized operational procedures from order to commitment, improving team efficiency and sales performance.
- Led customer success initiatives through website design & CRM process optimization, achieving 20% improvement in user adoption rate.

Design Operations & Support Lead

@ ART Solutions (B2B CRM SaaS Product) | January 2022 - June 2023

- Established comprehensive support infrastructure including help desk system, knowledge base, and training programs for 2B customers.
- Implemented agile methodologies to align new product goals with user needs, facilitating stakeholder communication on web & UI iteration.
- Created and maintained customer feedback collection system to prioritize feature enhancements, collab with full stack team on testing.
- Reduced support ticket volume through streamlined troubleshooting processes and enhanced onboarding materials and tutorial.
- Organized bi-weekly sprint meetings to align product priorities across development, pre-sales, marketing and support teams.

UI/UX Designer

@ Feimoo Design x Provoice | September 2021 - January 2022

- Led comprehensive website redesign initiative, conducting user research to optimize information architecture.
- Implemented new design system that improved content discovery and click-through rates.
- Managed project workflows between stakeholders, delivering responsive website and brand assets on schedule.
- Created scalable design documentation for future iterations.

UX Product Designer

@ TWDD x Joymap | April 2021 - August 2021

- Spearheaded UI design for multiple MVPs including staff management interface and customer-facing systems.
- Redesigned billing management system and optimized transaction flows based on user feedback.
- Collaborated with PM and CTO to deliver new reservation features and review platform.
- Created unified design system across product suite.

EDUCATION

MA Interaction & UI/UX Design

@ Academy of Art University, San Francisco, US | 2016 - 2020

BA French Language & Literature

@ Tamkang University, Taiepi, Taiwan | 2010 - 2014

- ERASMUS Exchange Program, Lyon, France | 2012-2013

CORE COMPETENCIES

- Customer Experience Optimization
- Process Implementation & Scaling
- Cross-functional Team Leadership
- Data Analysis & Reporting
- Stakeholder Management
- Agile Project Management
- Problem-Solving & Strategic Planning

TECHNICAL SKILLS

- CRM Systems & Workflow Setup
- OKR, Project Management & Tools
- Data Analysis
- UX Research Methods
- UI Design Tools (Figma/Adobe)
- Basic HTML & CSS

CERTIFICATIONS & COMMUNITY

- UXeastmeetwest NPO Designathon Group leader 2021
- Hack for Homelessness 2019
- Writer of UX Collective Bootcamp

LANGUAGES

- Chinese Mandarin (Native)
- English (Professional)
- Français (Intermediate - B1)

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