Alan Hsu Product Manager

Technology leader with over 17 years of experience across product & project management, digital media, UX design, IT engineering, and QA. Proven track record of managing internal & external resources to deliver under tight budgets and timelines. Strong verbal & written communicator, builds positive relationships with stakeholders & clients.

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EXPERIENCE

Senior Digital Producer
BGB Group, 2023-2024 — advertising, pharmaceutical
Served as liaison between development team and creative, account, and PM to ensure creative designs were faithfully translated into interactive digital content -including touch displays, websites & microsites, online advertising, and iPad apps.
- Utilized Gitlab to define, organize, build, and deploy software projects
- AEM content author: created templates and built content for interactive sales aides
- Worked with clients in the field to set up, demo, and troubleshoot interactive work at live conventions

Senior Product Manager
SiriusXM, 2020-2022 — CMS, site search, accessibility
Worked with cross-functional, agile teams to enhance & maintain the CMS on which sxm.com was built by collaborating with stakeholders to explore and refine product requirements.
- Gathered requirements from content authors & marketers to define new functionality, wrote user stories and helped define product roadmap and strategy
- Collaborated with Dev to ensure new features conform to existing templates and data structures of the CMS
- Swiftype (Elastic) search product owner: improved search relevance & first page click-through rate by >70%
- Accessibility product owner: conducted user interviews/research, engaged with third party auditor to identify accessibility issues, helped bring the website into WCAG compliance
- Sought to improve site speeds and usability through performance monitoring (Adobe Analytics), A/B testing, & user feedback

Product Owner / Senior Product Manager
Valtech, 2019-2020 — CMS, platform maintenance, web design & production
Served as the product owner for design, build, & launch of flex.com on Sitecore CMS
- Planned & managed Agile sprints, led daily standups with local, nearshore, & offshore teams, backlog grooming
- Wrote, refined, and implemented user stories for both the web presentation and and content authoring experience
- Managed client relationship, collaborated on feature planning and budget tracking, presented sprint demos, lead training sessions on CMS authoring
- Helped to standardize design & prototyping tools and facilitate collaboration between UX, design, and development

Senior Product / Project Manager
Ogilvy & Mather / Ogilvy Health, 2014-2018 — advertising: B2C, B2B, pharmaceutical
Managed multi-million dollar campaigns for IBM, Pfizer, Jansen. Pioneered creation of technical project manager role to manage development of software products.
- Managed budgets, timelines, & resourcing across multiple brands & campaigns
- Spearheaded process for requirements gathering, client feedback, and change management, implemented agile-ish development process
- Helped streamline process for working with off-site developers, organized testing and live demoing of interactive prototypes to stakeholders and clients

Director, Interactive Services
Tag Worldwide, 2010-2012 — digital production
Managed a team of developers, animators & project managers, responsible for department budget & P&L. Sought out new business & participated in client acquisition pitches. Guided and made decisions about the technology direction of the company.

Department Manager, Multimedia Production
Harrison & Star, 2008-2010 — advertising: pharmaceutical
Managed a digital production team of developers, 3D & 2D animators, & video editors producing large scale interactive convention work. Responsible for overseeing productivity & morale of the team.

Information Technology Professional
Network Administrator / Product Manager
MusicVision

Regional Network Administrator, Windows / Network Engineer
Clear Channel Communications

SKILLS

Product/Project Management
Agile, Scrum, Kanban, waterfall
Full product lifecycle
Strategy & roadmap definition
Estimation & budgeting
User stories, functional requirements
Prototyping & wireframing

Leadership
Local & offshore vendor management
Internal resource management
Employee hiring & evaluation
New business acquisition
Client management
Team building and development

Software and Tech
Sitecore CMS, JIRA, Confluence, Zeplin, inVision, Gitlab, Figma, Google Analytics, Adobe Analytics, AEM, Lightroom, Photoshop, Wordpress, Azure, AWS, Elastic Search, CI/CD, HTML/CSS, Veeva Vault, Salesforce

EDUCATION

City College of New York: Bachelor of Economics
Microsoft Certified Systems Engineer
Cisco Certified Network Associate
Cisco Certified Design Associate
Author & Manage Pages Using AEM Sites I & II
Languages: Taiwanese, Mandarin, French, Spanish

INTERESTS

Rock climbing
Photography
Hiking
Travel
Cooking
Gaming