

Chung-Hao, Liu

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SUMMARY	• Demonstrated ability in successful product life-cycle management and multi-tasking in high-pressure environments. • Excellent team player and cross-functional team communication skills. • Trilingual and multicultural individual. • Fluent in English and Mandarin; good spoken Thai. • Diverse interests and high computer proficiency with personal training in product design and computer-aided design (CAD). • Keen market sense and passionate in exploring new technologies.		
SKILLS	• Project management	• Product life-cycle management	• New product innovation
HIGHLIGHT	• Product marketing	• Supply chain management	• Quality assurance
EDUCATION	Master of Product Design and Development Management	Northwestern University	Illinois, U.S., 2018
	Bachelor of Business Administration, <i>International Business</i>	National Taiwan University	Taipei, Taiwan, 2009
EXPERIENCE	Project Manager Nova Design Co., Ltd.	Taipei, Taiwan	6/2024 – 8/2024
	<ul style="list-style-type: none">Managed design projects (scooter, electronic, website, marketing) to ensure meeting the defined time, budget, and company's man-hour requirement.Inquired and procured materials to fabricate design prototypes, and oversaw prototyping procedures.Assisted in trade shows and exhibitions, and provided support for parent company.		
	Product Manager ATEN International Co., Ltd.	New Taipei City, Taiwan	12/2023 – 6/2024
	<ul style="list-style-type: none">Maintained rack KVM product life-cycles to ensure products on the market were up-to-date, and resolved customer inquiries regarding product specifications, usage scenarios, and technical issues.Conducted rolling pricing strategies based on market trends and competitor analysis.Analyzed competitor and market products to define up-to-date product segmentations and positioning.Reported sales and promotional results to management, and assisted in defining new sales strategies.		
	Product Supervisor Wistron Corporation	New Taipei City, Taiwan	12/2021 – 3/2022
	Integrated Innovation Center - Smart Beverage Team		
	<ul style="list-style-type: none">Project manager for both JDM and ODM NPI projects (coffee scale, automatic beverage machine) for startups and small businesses, which comprised of 30% of team yearly revenue.Managed full product/project lifecycle from customer contact, design and development, legal and patent arrangement, material and manufacturer sourcing, material procurement and allocation, production line tuning, production ramp up, quality control and inspection, to after-sale and warranty service.Facilitated cross-team communication with both internal engineers (hardware, software, design, safety, quality testing), sales and legal teams, and external customers, OEM partners, and sales channels.Maintained customer relations, resolved customer pain points, and supported sales team to foster effective communication, provide technical supports, and secure deals.Collaborated with research universities and institutions to improve product innovation and effectiveness.		
	Product Manager (ROG Phone) ASUSTeK Computer Inc.	Taipei, Taiwan	5/2020 – 3/2021
	<ul style="list-style-type: none">Responsible for product strategy and roadmap for Republic of Gamers smartphone and associated products, and aligned cross-functional teams to drive innovations and foster the best gaming experience for users.Managed product development milestones and engaged closely with engineering, design, UX, production management, procurement, and vendors; stimulated communications to achieve milestones within a tight development schedule.Maintained relations with worldwide telecom operators and field test agents; initiated and executed local testing plans to ensure products pass local certifications, and promptly provided technical documentations and resolved testing issues.Monitored product trends, issues, and inquires; initiated plans to promptly provide solutions in the best interests of the company, and to incorporate feedback into features for next generation products.Allocated production and testing team to assemble product samples for media reviews; cooperated with marketing team to plan marketing events and provided on-site technical support.		

EXPERIENCE CONT.

QA Manager | Hosiwell Technology Co., Ltd.

Bangkok, Thailand

10/2018 – 10/2019

(Hosiwell is an ISO complied cable manufacturer of high-speed data communication cables, coaxial cables, and instrument control cables. Information about the company can be found at: www.hosiwell.com)

- Served as the main contact window for UL, CSA, ISO, and other international standard agencies; enforced strict quality control standards on cable product manufacturing processes and testing procedures.
- Initiated new packaging design projects to increase packing efficiencies and reduce wastes; implemented new packaging procedure to current production lines while ensuring quality and compliance to international standards.
- Explored new materials and machinery to increase production efficiency and reduce waste; maintained close relations with suppliers, and ensured strict quality controls on newly incorporated components.

Product Manager (Prime Motherboard) | ASUSTeK Computer Inc.

Taipei, Taiwan

6/2014 – 7/2016

- Defined motherboard specifications and coordinated cross-functional teams for new product development.
- Managed successful product life cycles across multiple platforms from design phase (DVT), development phase (PVT), product launch phase (MP), carrying through product end-of-life (EOL), and ensured products meet strict deadlines and qualities.
- Resolved critical manufacturing, supply-chain, and shipping issues regarding BOM changes due to product issues, product revisions, and advertising law updates.
- Created marketing materials, product videos, technical documents, website key selling points (KSP), search engine optimizations (SEO), sales training kits, and PR releases in conjunction with product marketing teams.
- Coordinated product exhibitions, trade shows, and award contests for ASUS Prime series motherboards.

Sales Assistant | Hosiwell Technology Co., Ltd.

Taipei, Taiwan

6/2012 – 6/2014

- Managed ongoing relations with suppliers and coordinated procurement procedures essential to manufacturing operations: inquiring of prices and terms, contacting vendors/couriers, bidding orders, creating export documents, updating with freight forwarders, and ensuring timely shipping of goods.
- Explored potential customers and fulfilled customers' inquiries regarding product specifications, pricing, and shipping terms.
- Administered daily activities including operation payments, payments transfer, bills of delivery, shipping and samples delivery.
- Managed website renovation project and scripted advertising copies, product information, and search engine optimization (SEO) keywords.

CERTIFICATE

Google UX Design Specialization

Institution: Google

Coursera

11/2022

Credential ID: WL6P3FWJN69B

Agile Development Specialization

Institution: Darden School of Business, University of Virginia

Coursera

7/2022

Credential ID: DAMECHQYVA5G

Google Data Analytics Specialization

Institution: Google

Coursera

4/2022

Credential ID: J6CB9EL6ZPSZ

AutoCAD 2D

Institution: National Taiwan University

National Taiwan University

7/2008

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