

IJU HSU, PhD | Product Manager · UX Research

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SUMMARY

Most PMs read the research. I built the system that generates it.

4+ years in software product at ShopBack — shipped Micro Survey (LLM pipeline, 13 markets across APAC, Germany & the US, response rates from <0.01% → 10%+), built a multi-agent research pipeline adopted company-wide (80% workload reduction), and drove a 4× engagement lift on core features.

Background: Cognitive Linguistics PhD → Media & Journalism → UX Researcher → PM.

The thread is understanding humans. Moved to PM when I realized insight without ownership has a ceiling.

RELEVANT WORK EXPERIENCE

ShopBack — APAC's leading cashback & rewards platform; 60M+ users across 13 markets incl. DE & US

PRODUCT MANAGER

2025/05 – Present · Tokyo

- AI Innovation:** Built and launched the Micro Survey product, scaling response rates from <0.01% to 10%+ across 13 markets. Automated feedback aggregation using AI/LLMs and n8n, reducing analysis time from 2.5 days to 2 hours (90% efficiency gain). Winner of the ShopBack AI TrA.I.blazers Award (2025).
- AI Research Infrastructure:** Led roadmap and design of a fully operational end-to-end multi-agent research pipeline — covering internal/external research synthesis, risk scoring, study planning, participant recruitment, and report generation — reducing research workload by 80% and enabling company-wide adoption across all teams.
- User Engagement Systems:** Shipped Badge & Tiering system; post-launch causal analysis (comparison group methodology) confirmed 4× engagement lift and unexpected re-activation of long-term dormant users across APAC markets.
- Operational Excellence:** Applied Micro Survey insights to overhaul Account & Identity systems — reducing CS ticket volume by 75%, saving 230+ man-hours/month, and driving App Store ratings from 2.6 → 4.1 (56% gain) through real-time feedback loops.
- Product Ownership:** Own roadmap for Membership, Identity & Withdrawal features across APAC, Germany & the US — managing stakeholder alignment and coordinating releases with engineering and ops teams.

USER EXPERIENCE RESEARCHER

2022/02 – 2025/05 · Taipei

- Strategic Impact:** Led user segmentation analysis across 11 APAC markets (4M+ users); quantitative modeling directly shaped the company's 2024 strategic planning.
- Scale & Retention:** Co-led ShopBack Mart growth to 100K+ weekly users; contextual inquiry identified critical UX gaps, reducing support tickets by 10%.
- Practice Leadership:** Established ShopBack's UX research practice from the ground up; pioneered research democratization, supporting 20+ independent projects run by designers and PMs.

USER EXPERIENCE RESEARCH INTERN

2021/09 – 2022/01 · Taipei

Mirror Voice, Taiwan — Taiwan's first full-time podcast production company

PROJECT MANAGER

2018/09 – 2020/08

- #1 Ranking:** Led production of original podcast series 知識好好玩 — reached #1 in Apple Podcast Science rankings and was featured on the Apple HomePod mini product page.
- Listener Quality:** Implemented feedback systems resulting in 4.8/5 average rating through data-driven optimization.

EDUCATION

- Doctorate of Arts in Linguistics**, National Taiwan University, Taipei, Taiwan | 2014/09 – 2023/01
- Master of Arts in Chinese Literature**, National Cheng Kung University, Tainan, Taiwan | 2011/09 – 2014/06
- Bachelor of Arts in Chinese Literature**, National Central University, Chungli, Taiwan | 2007/09 – 2011/06

SKILLS

- Product:** Roadmapping, go-to-market planning, customer journey mapping, A/B testing
- User Research:** Usability testing, quantitative modeling, experimental design & causal inference, feedback system design
- Technical:** SQL, Amplitude, Metabase, data visualization, AI/LLM integration, workflow automation (n8n), RAG, Machine Learning fundamentals, rapid prototyping (Claude Code, Replit, Vercel, Supabase)