

# Yun-ting Yeh

When I was studying in the department of microbiology, immunology, and Biopharmaceuticals , found a great gap between the market and the professional researcher, so as to most people possess the shortage of the curative knowledge. What's worse, the patient cannot to choose the best therapy without enough information. Consequently, I involved in learning in marketing for decreasing the information asymmetry.

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## Activity

Feb 2021 - Apr 2021

### 19th ATCC Case Competition

Our team passed the preliminary. During the competition, I enhanced the skill of calculating the cost-effectiveness evaluation and writing the proposal .

Sep 2020 - Nov 2020

### Design thinking workshop

Aside from learned the design thinking skill, I completed the project for improving the nutrition in the elderly for Department of Public Health in Taoyuan and showed off on the 2020 Pop up Asia.

Aug 2020

### Summer Intern YSBC, NCU IE Lab

Responsible for conducting the filed study with the SROI report, holding the customer experience activity, and posting on the social media. I completed in-depth interviews over ten times and made a film to introduce the local culture.

Jan 2016

### Science Carnival

I was the exhibitors to display the interesting science experiment and promoted our school club to the public.

## Skill & Language

Microsoft 365

Power BI

Design Thinking

SROI

English

## Education

Sep 2017 - Jan 2018

**National Chiayi University**

**Department of Microbiology, Immunology and Biopharmaceuticals .**

Sep 2019 -

**National Central University**

**Business Administration**