

YU-HSIN LIN

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EDUCATION

National Yang Ming Chiao Tung University (NYCU)

Hsinchu, Taiwan

Master Program for Communication and Technology

Expected Graduation: Feb. 2025

- **Research field: Health Communication**
- Advisor: Prof. Chen-Chao Tao
- **Research method** related courses: Quantitative Research Methods (A), Qualitative Research Methods (A+)
- **UX** related courses: HCI and UX Research (A), Interactive Experience Design and Communication (A+), New Media Industry Studies (A+), Emerging Media Psychology Research (A+)
- **Statistics and data** related courses: Statistics and Statistical Computing (A+, ranked No. 1 in the class), Applied Multivariate Analysis and Machine Learning (A+), Big Data Analysis (A+), Research on Social Network Analysis (A+, ranked No. 1 in the class)

National Taiwan University (NTU)

Taipei, Taiwan

Bachelor of Japanese Language and Literature

Sep. 2018 – Jun. 2022

- Related courses: Data Processing with Excel (A+), Computer Programming in Python (A)

WORK EXPERIENCE

Nanshan Life Insurance

Taipei, Taiwan

UX Researcher Intern

Mar. 2024 – May 2024

- Confirm needs and research goals with stakeholders, and plan interview, survey, and usability test.
- Lead and analyze usability testing to draw user insights from research and work with designers to transform them into interface and user flow improvements.
- Continuously communicate with stakeholders during the research process to ensure consistency with the goals of stakeholders and achieve the best outcomes.
- Engage in exploratory research analysis and propose future strategic directions.
- Lead the establishment of usability testing SOP.
- Conduct competitive product analysis and heuristic evaluation.

PUBLICATION

- [1] Yu-Hsin Lin (2023, Nov.). *A semantic network analysis of Taiwan government's crisis response strategies and public response on social media during COVID-19*. Paper

presented at 2023 Annual Conference of Taiwan Academy for Information Society, Taipei.

- [2] Yu-Hsin Lin (2023, June). *The more you use it, the more “trust” and “well-being” you get? Exploring well-being and trust of users in the context of dating apps based on Social Penetration Theory and Media Richness Theory*. Paper presented at 2023 Annual Conference of Chinese Communication Society, Tainan.
- [3] Wen-Ning Chen, Yu-Hsin Lin (2023, June). *Learn from the world: Business model analysis of music streaming platform*. Paper presented at 2023 Annual Conference of Chinese Communication Society, Tainan.

RESEARCH EXPERIENCE

Communication and Cognition Lab (Prof. Chen-Chao Tao)

Research Assistant

*Hsinchu, Taiwan
May 2023 – Present*

- Conduct psychophysiological and eye-tracking experiments.
- Participating in **Taiwan Internet Report** (2023, 2024): analyze research results, and visualize data.

Chair Prof. Kwan Min Lee (Nanyang Technological University)

Research Assistant

*Hsinchu, Taiwan
May 2023 – Aug. 2023*

- Designing a research proposal related to Apple Vision Pro based on theories of HCI and CSCW, including research hypotheses, research model and experiment.

Everyday Creativity Lab (Prof. Ying-Yu Chen)

Research Assistant

*Hsinchu, Taiwan
Jan. 2022 – Mar. 2022*

- Focusing on HCI and UX Research.
- Designing research proposal about second generation of new immigrants.

SELECTED COURSE PROJECTS

A Semantic Network Analysis of Taiwan Government's Crisis Response Strategies and Public Response on Social Media during COVID-19

Course Final Project of Research on Social Network Analysis, NYCU

Spring 2023

- Outstanding Paper Award (TOP1 paper): Presented at 2023 Conference of Taiwan Academy for Information Society.
- Research Methods: web scraping, semantic network analysis, text sentiment analysis

UX Research project related to ChatGPT

Course Final Project of HCI and UX Research, NYCU

Spring 2023

- Research Methods: Field study (observation), Semi-structured interview
- Possible problems of Chat GPT and the design suggestion of Chat GPT were raised.

Business Model Analysis of Music Streaming Platform

Course Final Project of New Media Industry Studies, NYCU

Fall 2022

- Uses document analysis to understand the similarities and differences in the business models of the five international music streaming platforms (Spotify, Apple Music, Amazon Music, Tencent Music, YouTube Music) and Taiwan's local music streaming platforms, KKBOX.
- Proposed suggestions for the future development of music streaming platforms in Taiwan.

Exploring Well-being and Trust of Users in The Context of Dating Apps

Course Final Project of Quantitative Research, NYCU

Fall 2022

- Proposing and validating hypotheses based on communication and psychology theories.
- Research Method: Survey Research
- Ranked No.1 in the final report writing.

HONORS AND AWARDS

Outstanding Paper Award (TOP1 Paper)

Nov. 2023

2023 Conference of Taiwan Academy for Information Society

Outstanding Student Award

Fall 2023

NYCU DCAT

TEACHING EXPERIENCE

Teaching Assistant

Feb. 2024 – June. 2024

Statistics and Statistical Computing, DCAT, NYCU

- Undergraduate-level course in cultivating basic statistical concepts and the ability to use the R software.

Teaching Assistant

Sep. 2023 – Jan. 2024

Quantitative Research Method, DCAT, NYCU

- Graduate-level courses in cultivating the ability to do quantitative research.

Teaching Assistant

Feb. 2023 – April 2023

Human Computer Interaction, DCAT, NYCU

- Undergraduate-level course in cultivating core concepts in HCI and UX domain.

OUTREACH

2023 Annual Conference of Taiwan Academy for Information Society

Taipei, Taiwan

General Coordinator

July 2023 – Nov. 2023

- Led **30+** volunteers to hold a significant communication studies conferences in Taiwan.
- Organized and planned all aspects of the conference.

Design Thinking Workshop

Miaoli, Taiwan

NTHUISS

Dec. 2022

- Trying to create an age-friendly market (Beimiao Market), and to address the needs for market vendors and people with limited mobility.
- Using the interview method and Double Diamond Model to create an innovative service design.

SKILLS

Statistical Software and Programming Languages R, Python, SPSS, Excel, Smart-PLSs

Others Unity, Figma, HTML/CSS (basic)

English Ability TOEIC 950

Japanese Ability JLPT N1