



# Hsin-yu Yang

**Product Designer** | I humanize inhumane problems.

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## Education

### MS Information - HCI/UX

University of Michigan

Sep. 2019 - Apr. 2021 | Ann Arbor, USA

Courses: Contextual Inquiry, Needs Assessment & Usability Testing, Human Behavior, Interaction Design, AR/VR & Mobile Development, IoT Design, Data Visualization, Accessibility

### BA Foreign Languages and Literatures

National Taiwan University

Sep. 2010 - Jun. 2015 | Taipei, Taiwan

1 year Exchange program - German University of Erlangen-Nürnberg

## Skills

### Design

Hi-fi & low-fi prototyping, Interaction Design, UI Design, Graphic Design, Visual Design, App Design, AR/VR Design, Animation, Wireframing

### Tools

Sketch, Figma, Adobe XD, Principle, Abstract, Illustrator, Photoshop, After Effect, Marvel, InVision, Lightroom, Unity, Glitch, Overflow, Whimiscal, Mural, Procreate, Fresco

### Research

Contextual Inquiry, User Interview, User Journey, Affinity Maps, Service Blueprint, Persona, Storyboarding, Competitive Analysis, Empathy Map, Diary Studies, Usability Studies

### Programming

HTML, CSS, JavaScript, jQuery, Python, Altair, A-Frame, React/React Native

## Work Experience

### Product Design Intern

Duo Security, Cisco Systems | May - Aug. 2020 | Ann Arbor, USA

- ▶ Worked on the Single-Sign-On team to elevate Duo's value of ease-of-use without compromising security. Created an interactive prototyping demo that'll reach 500,000 + users to improve their onboarding experience. Inspected user needs by 5+ internal user interviews and smoothly steered 3+ stakeholder meetings to inform progress.
- ▶ Proposed numerous design concepts for integration scheduled in the product roadmap. Researched future product integration by studying extensive technical documentations and consolidating 7 findings from the competitive analysis.

### UX Designer

MoBagel | Jan. - Jul. 2019 | Taipei, Taiwan

- ▶ Led the design of Decanter AI ( AI predictive software/dashboard) used by the pioneer telecommunication company in Taiwan, led user research based on 4 user testings, organised 7+ flow charts and design handoffs to enhance design communication. Cooperated with developers through Agile Scrum.
- ▶ Orchestrated the content design and marketing on FB, strategised branding and contents, increased 400% of user participation.

### Product Intern

Cardinal Blue Software | May - Dec. 2018 | Taipei, Taiwan

- ▶ App DecAR: jointly designed an AR app and released it to App Store based on 8+ user interviews with A/B variations. Primarily focused on the user flow and onboarding experience.
- ▶ Ecommerce web: created a fake door testing with daily 8000 impressions to explore a new market. The web design was based on user research & market analysis. I also owned website visual and user experience flow.

### Manager / Co-starter

Plants Eatery | Sep. 2015 - Jun. 2017 | Taipei, Taiwan

- ▶ Collaboratively designed the user experience with a vision in sustainability and co-started the restaurant. Managed a first branch and established the workflow.

## Project

### Product Design Lead & Founder

CHANGE App for CHI 2020 | Sep. 2019 - Jan. 2020 | Ann Arbor, USA

- ▶ Led and initiated the project of a gamified sustainable habit-forming app, led design decisions based on 10+ user interviews and structured 3 interview protocols for 3 user cohorts.
- ▶ Submitted to CHI 2020, individually created the high-fidelity user interface and atomic design system, solo tweaked interaction design and smoothen prototyping based on user feedback. Produced the final demo video for the competition.