



Hsin-yu Yang

Product / UX Designer

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Skills

Design

AR/VR prototyping, App & Web Design, Hi-fi & low-fi prototyping, Interaction Design, Graphic Design, Animation, Wireframing, Data Visualizing, Illustration

Programming

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

Psychological framework

Behavioral economics, Goal setting, Priming, Framing, Habit forming

Tools

Figma, Sketch, Adobe XD, Principle, Marvel, InVision, Abstract, Adobe Creative Cloud, Unity, Procreate

Research

User Interview, User Journey, Affinity Maps, Storyboarding, Empathy Map, Service Blueprint, Diary Studies, Usability Testing

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

Work Experience

Graphic Design Teaching Assistant

University of Michigan School of Information | Sep. - Dec. 2020 | Ann Arbor, USA

- Facilitated teaching 50 students in total across the Graphic Design class in Undergraduate and Graduate levels. Provided detailed individual feedback on weekly assignments based on graphic design principles. Held a weekly office hour for both Undergraduate and Graduate students.

Product Design Intern

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

- Worked on the Single-Sign-On (SSO) team to elevate Duo's value of ease-of-use without compromising security. Created an interactive prototype for Duo.com that reaches 500,000+ monthly users, introducing them to the SSO product. Conducted 5+ internal user interviews and smoothly steered 3+ stakeholder meetings to inform progress.
- Researched Microsoft Office 365 integration by studying extensive technical documentations and consolidating 7 findings from the competitive analysis. Proposed research-based design concepts for Microsoft Office 365 integration.

UX Designer

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

- Redesigned Decanter AI, an AI-based dashboard used by a top telecommunication company in Taiwan, ultimately improving the speed at which data analysts built models. Led 4 user testings and prioritized fix list, maintained design handoffs to communicate effectively with developers and PMs.

Product Operation Intern

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

- App DecAR: Conducted 8 users interviews/testings and designed an experimental version of an AR app to be released to the App Store to explore a novel technology and market for the company.
- eCommerce web: created a fake door testing with daily 8,000 impressions to explore a new market in the stationery subscription, and eventually built an eCommerce website for early market validation.

Social Media Content Designer

Think Organic | Nov. 2016 - Apr. 2017 | Taipei, Taiwan

- Created communicative visuals & strategy for the organic importer, including recipes, photography, styling, and retouching photos. Designed & strategised contents for Facebook marketing and communicated the brand's vision.

Manager / Co-starter

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

- Collaboratively designed the user experience for sustainable dining and co-started the business. Managed the first branch & established the workflow.