



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, **Data Visualization**, **Illustration**, **Behaviorial Economic**

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 Testing

Programming

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

Work Experience

Graphic Design Teaching Assistant

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

- Facilitated the teaching of 40 to 50 students in total across the Graphic Design class in Undergraduate and Graduate levels. I provided detailed individual feedback on their weekly assignments based on graphic design principles. I also 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 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.

Product Operation 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.

Social Media Content Designer

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

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

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.