



# Hsin-Yu Yang

## Enterprise Product / UX Designer

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### Skills

#### Programming

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

#### Design

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

#### Psychological framework

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

#### Tools

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

#### Research

User Interview, UX Expert Review, User Journey, Affinity Map, Empathy Map, Service Blueprint, Diary Studies, Usability Testing, Storyboarding, User Enactment

### Certificates

#### Enterprise Design Thinking Co-Creator & Practitioner

IBM | 2020 & 2021

#### Become a Product Manager

Udemy | 2020

### Education

#### MS Information - HCI/UX

University of Michigan

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

#### 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

#### Product Design Intern for Duo Security

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

- Worked on the Single-Sign-On (SSO) team to elevate Duo Security's value of ease-of-use. Created an interactive prototype for Duo.com that reaches 500,000+ monthly users, elevating users' SSO onboarding experience. Conducted 5+ internal user interviews and smoothly steered 3+ stakeholder meetings to inform progress.
- Researched Microsoft Office 365 integration by studying extensive technical documents 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.

#### Co-starter / Service Design

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

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

### Projects

#### Solo Mobile Developer & Designer

Designer Cafe | Nov. - Dec. 2020 | Ann Arbor, USA

- Created and developed a React Native app based on my design and research. Developed the app within 3 weeks, including 15+ Must-have and 5+ Should-have features to empower users to connect to design mentors and easily share portfolio for feedback.

#### Product Owner, Designer

Chadsey Condon Community | Jan. 2021 - Present | Detroit, USA

- Digitalizing Chadsey Condon Community's service with Agile Scrum method to strengthen the community connection during the pandemic.