# Hsin-yu Yang

## 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**

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

**Tools**

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

**Research**

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

## Education

### MS Information - HCI/UX

**University of Michigan**

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

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

### 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 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.

### 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.