



Hsin-yu Yang

Product Designer

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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, **App & Web Design**, **AR/VR prototyping**, Graphic Design, Animation, Wireframing, **Data Visualizing**, Illustration

Programming

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

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 & strategized 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.