

# Alice Tang

[atangyi@gmail.com](mailto:atangyi@gmail.com)

[LinkedIn](#)

07473756264

## PROJECT [ <https://atangyi.github.io/portfolio/> ]

- The path to this world
- Shakespear's twitter
- Whiplash
- Love rival
- Londoner's everyday topic
- Fitness timer

## EXPERIENCE

### Product Manager, FashionGuide

Taiwan, 2016 July - 2017 February

- Managed new platform launch
- Researched purchasing behavior by clustering analysis
- Helped content team define SEO keywords by analyzing popular searches

### Product Manager, Gogolook

Taiwan, 2015 January - 2016 March

As a product manager, I was responsible for planning new mobile application features to solve international customer issues and meet the company's goals. This involved collaborating with engineers, designers, QAs and the customer support manager to :

- Increase in-app views by 3% by launching a whole new search feature
- Increase the global registration rate by 5% by new registration flow which was based on A/B testing
- Optimise search algorithm and search results by analyzing data
- Prioritise customer needs by establishing quantitative criteria

### UX Researcher (Internship), Gogolook

Taiwan, 2014 Mar - 2014 May

- Helped partners in Korea to validate problems by UX research
- Designed a new information reporting flow, which was based on database and competitor analysis

### Usability Testing Assistant, DITLab

Taiwan, 2013 Oct - 2014 Ma

- Help Zyxel to Conduct usability testing via structural tasks and the think-aloud protocol
- Quantified usability issues by applying ASQ (After Scenario Questionnaire) and QUIS (Questionnaire for User Interaction Satisfaction)

## EDUCATION

### Masters in Neuroscience, Sep 2012 - Jan 2015

National Taiwan University, Graduate Institute of Brain and Mind Sciences

### Bachelors in Psychology, Sep 2008 - Jun 2012

## CERTIFICATE

JavaScript Algorithms and Data Structures Projects -  
*issued by freeCodeCamp*

## SKILLS

### Web development

HTML5

CSS3

JavaScript ES6

React

Git

SASS

### Wireframing & Prototyping

Sketch

[Axure RP \(link\)](#)

Flinto

### Other skill

Jira

Google Analytics

SimilarWeb

## PUBLICATION

Age-related differences in striatal, medial temporal, and frontal involvement during value-based decision processing

## AWARD

2013 Kavli Fellow Travel Grant  
Winners - *issued by Society for neuroeconomics*

## LANGUAGES

English, Mandarin