Alice Tang

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LinkedIn
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PROJECT [link here]

- The path to the world
- Shakespear's twitter
- Drum Machine

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
- Combine available resources to rapidly release new features with scrum management
- 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

National Taiwan University, Department of Psychology

Certificate

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

SKILLS

Web development

HTML5
CSS3
Javascript ES6
React
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