



# YU HSUAN LIN

User Experience + Emerging Tech

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## WORK EXPERIENCE

### Google

**UX Design Intern** | May 2018 - Aug 2018

- Designed engaging answers for Google Assistant on Google smart display. Explored research insights and data to define critical user journey. Created interactive prototypes which mimic the real experience on Google Smart Display for user testing. Planned and conducted UX study to test usability of the prototypes. Improved the interactions in accordance to users' feedback.

### NYU Information Technology

**Product Designer** | Sep 2017 - Now

- Led the design process of the app/web projects, including UX research, interaction design, visual design and prototyping. Analyzed and transformed users' data into actionable insights. Built interactive prototypes to ensure the design address users' needs.
- Coordinated with a cross-functional team including PMs, developers and UX writers.

### Backer-Founder

**Product Designer** | July 2016 - June 2017

- Optimized the design for the e-commercial website, Backme. Increased conversion rate and improved user engagement. Pinpointed users' pain points through interviews and surveys. Designed user flow and information architecture, and provided UI design solutions to the system.
- Translated designs to front-end code, estimated time and costs, and wrote feature tests.

## EDUCATION

### New York University

Masters, Integrated Digital Media (IDM) | Sep 2017 - May 2019  
Focus on UX, and Interaction Design.

### National Chiao Tung University

BS in Computer Science | Sep 2012 - June 2016  
Focus on Data Visualization and HCI.

## SELECTED PROJECT

### Blender - Sketch Plugin

Developed a Sketch plugin which can create a series of intermediate shapes and colors between selected objects. Pinpointed users' need and developed the plugin with CocoaScript. **Got 338 stars on Github.**

## AWARD

### Booking.com Hackathon

3rd place

### Akatsuki Game Hackathon

1st place

### New York University

Merit Scholarship

### Computer Graphics Workshop

Honorable Mention Award

### NCTU

Academic Achievement Award

## EXHIBITION

### Creative Expo Taiwan 2016

Illustration Exhibition

*Invited by Tumblr*

## SKILLS

Interaction design

Visual design

Prototyping

Wireframing

User Research

Front-end Development

Virtual Reality

## TOOLS

### Visual

- Sketch
- Adobe Creative Suite

### Prototyping

- Framer / Principle
- Invision

### Development

- HTML / CSS3 / Javascript
- D3.js / Vue.js / JQuery
- Bootstrap / Wordpress
- CoffeeScript

### 3D / VR

- Unreal / Cinema 4D / Maya