

Linde Huang

Product Strategy and Design

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EXPERIENCE

Apr 2019 - Present
1 yr 9 mo

Michigan Medicine Human-Centered Designer - Health Research

- Led innovation product efforts for 80-person institute receiving \$63B in a 5-yr NIH grant
- Initiated 12 novel innovation projects, conducting 28 innovation experiments resulting in 3 new product offerings
- Created brand new connection portal for community engagement team bringing in 100+ new touchpoints within the first 30 days
- Launched feature improvements for health research portal servicing 1.5K research studies and 60K community volunteers
- Engaged in all parts of the product design process, from user research and iterative prototyping to UX/UI design and front-end development

Nov 2018 - Apr 2019
6 mo

Jottful Designer - Website Builder Platform

- Designed user experience flows for a new SaaS subscription tier, increasing revenue 132% per customer
- Helped grow the company’s subscriptions by 63% through experimenting with a series of marketing and design strategies

Jan 2017 - Jul 2018
1 yr 7 mo

Epic Technical Trainer - Analytics and Reporting

- Used SQL to gather data-backed insights from Epic’s 40K databases
- Trained weekly classes of 12-80 Business Intelligence staff at large healthcare organizations (~10B revenue) on how to run analytics reports in their own Epic systems

Sep 2014 - Sep 2016
2 yrs 1 mo

Microsoft Program Manager - Windows, Office

- Led redesign of infrastructure for Microsoft Office’s support website, avg 6M users/month
- First to implement Optimizely data-driven design in org, ran initial test with pages at 700K page views/month
- Drove up support feedback rates by 230% through test-driven feature improvments
- Released the Windows 10 background audio API for 660K+ apps

EDUCATION

Duke University BSE Electrical and Computer Engineering

GPA: 3.84
Magna Cum Laude
2014

KEY SKILLS

Design
Design Strategy
User Research
Rapid Prototyping
UX Design
UI Design
Usability Testing
No-Code Development

Business
Product Roadmaps
Agile/Scrum
Data-Driven Development
Go-to-Market Planning
Team Leadership

Technology
HTML/CSS
JavaScript
React.js
Java

Data Analytics
SQL
Excel
Tableau
Crystal Reports