

# Linde Huang

## Product Strategy and Design

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## EXPERIENCE

Apr 2019 - Present  
1 yr 10 mo

### Michigan Medicine

**Product Designer** - Health Research

- Engaged in all parts of the product design process, from user research and iterative prototyping to UX/UI design and front-end development
- 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

Nov 2018 - Apr 2019  
6 mo • contract

### Jottful

**User Experience 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