

Yi-Chun Chen

an aspiring UX Designer who aims to capture people's desires and translate them into pleasant experiences

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EDUCATION & ACADEMIC HONORS

- Sep 2018 – Present **M.S. in Information Science with a Focus on HCI/UX Research & Design**
University of Michigan
- Sep 2013 – Jun 2016 **M.A. in Teaching Chinese as a Second Language**
National Taiwan Normal University
- Outstanding Graduate Student Scholarship (2014)
- Sep 2011 – Jun 2012 **International Exchange Program**
Freie Universität Berlin
- Full scholarship recipient (2011-2012)
- Sep 2008 – Jun 2013 **B.A. in Foreign Languages and Literatures**
National Taiwan University
- Presidential Award Winner (2009, 2010)

PROFESSIONAL EXPERIENCE

- Oct 2016 – Present **Marketing & Public Relations Specialist**
Global Marketing Team, Synology Inc.
- Led the design, implementation, and analysis of all marketing strategies in Australia, New Zealand, the Middle East, and South Africa.
 - Increased brand awareness in Australia and New Zealand with over 23% and 60% YoY growth in positive media coverage.
 - Gave an educational speech in front of 500 business users.
- Jul 2014 – Sep 2016 **Language Instructor**
Mandarin Learning Center, Chinese Culture University
- Designed and held Mandarin one-on-one lessons at various levels.
 - Used self-developed supplementary teaching materials to facilitate language learning performance.
- Sep 2013 – Jan 2016 **Research Assistant**
Chinese Semantic Lab, National Taiwan Normal University
- Designed, conducted, and analyzed experiments in the following research areas: cognitive linguistics, vocabulary acquisition, and psycholinguistics.
 - Publications include one journal article, one conference poster, and one conference paper.

OTHER EXPERIENCE

Dec 2017

BFriend Speaker

BeForAfter Monthly Presentation Workshop

- Gave a presentation on ear anatomy and on how voice frequency affects verbal communication to 120 members at the presentation community.

Mar 2015 –
Jan 2016

Hearing-and-Speech Volunteer

The NWL Foundation for the Hearing Impaired

- Designed and conducted after-lesson auditory training and aural rehabilitation sessions with children at the foundation.

PUBLICATIONS

2016

Journal Article

- Hsiao, Huichen S., Yi-Chun, Chen and Ying-Chen Wu. (2016) The Representation of Polysemy in Mandarin Verbs: Chī, Dǎ, and Xǐ. *Concentric: Studies in Linguistics*, 42(1), 1-30.

2015

Conference Paper

- Hsiao, S. H., & Chen, Y. Effects of Metaphorical Awareness on Reading Comprehension and Vocabulary Retention. Presented at the 2015 International Annual Conference of Teaching Chinese as a Second Language in Taitung, Taiwan. (Dec 25 to Dec 27, 2015)

2014

Conference Poster

- Hsiao, S. H., & Chen, Y. The Representation of Polysemy in Mandarin Verbs: Chī, Dǎ, and Xǐ. Presented at the Ninth International Conference on the Mental Lexicon in Niagara-on-the-Lake, Ontario, Canada. (Sep 30 to Oct 2, 2014)

SKILLS

Research

experiment design / SPSS / qualitative analysis

Design

Photoshop / Illustrator / InDesign

Marketing

competitor analysis / product marketing / branding

Other

Python / German