

林廷宇 TONY LIN

UX Researcher



CONTACT

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UX METHODS

Quantitative analysis
Experience sampling
Sentiment analysis
Heuristic Analysis
Usability testing
Ethnography
Heuristic evaluation
Personas & Scenarios
Data mining
Survey
User centered design
Prototyping

PROGRAMMING

HTML/CSS/Javascript
PHP/MySQL
Python
R
Some iOS(objective-c)

LANGUAGE

English-TOEFL IBT 100

EDUCATION

- Expected Jun, 16 **Tsinghua University, Beijing**
Institute of human Factor and Ergonomics, Master of science
GPA: 3.8/4
- Jun, 13 **National Cheng Kung University, Tainan**
Industrial and information management, Bachelor of management science

RELATED EXPERIENCE

- Oct,14-Jan, 15 **“Break the Language Great Wall” (RedClay): The Language Learning Application.**
International conference on human-computer interaction. In press.
- Designed an mobile app to motivate learners to master foreign languages by User Centered Design process.
- Employed POP/AXURE to develop prototype and release the app.
- International teamwork
- Oct,14-Jan, 15 **How SNS and Wearable Devices Enhance Exercise Well-being of Chinese Females?**
International conference on human-computer interaction. In press.
- Applied experience sampling to explore the relationship between social network, wearable device and subjective well-being of Chinese females.
- Utilized sentiment analysis to explore the potential linguistic variable that could predict emotional well-being according to tweets.
- Dec, 14-Present **Wearable intelligent bracelet usability Evaluation**
- Evaluated usability of Codoon bracelet through interviews, personas and scenarios, heuristic evaluation, think aloud, and usability testing.
- Purposed solution to client to improve the usability and experience.
- Oct, 14-Present **BMW Project : Positive stimuli for Chinese driver**
- Established driving status model according to mental workload and emotion.
- Proposed an integrated solution to improve the driver’s emotion and reduce mental workload for better driving competence.

WORK EXPERIENCE

- Summer, 14 **EZTABLE Ltd. – Front-end developer summer intern**
- Built the responsive website for cooperative partners using EZTABLE libraries.
- Redesigned the purchase flow by using A/B test and growth hacking tool—Mixpanel to raise the conversion rate.
- Winter,11 **Yahoo Taiwan Ltd. – Campus ambassador**
- Managed the blog and analyze the website traffic.
- Participated in the activity “exchange love” and reported by Apple daily.
- Sep, 13-Jun, 14 **Matsu Daily –Journalist**
- Issued press releases, composed layout and conducted interviews.

VOLUNTEER EXPERIENCE

- Summer, 12 - Worked as an Educational volunteer in Sichuan Province, planned and designed two- week courses for elementary school students.
- Winter, 11 - Worked as an volunteer in Cambodia, built bunk houses with local people and taught English and Chinese to junior high school students.