

# Yu-Lin Chung

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## EDUCATION

**Georgia Institute of Technology**, Atlanta, GA

Fall 2019 - Present

M.S. Computer Science

**Linköping University**, Linköping, Sweden

Summer 2017

Summer Academy With Credits

– Innovation and Entrepreneurship in a Swedish Context

**National Tsing Hua University**, Hsinchu, Taiwan

Fall 2014 - Spring 2018

B.S. in Computer Science

– Concentrated in Human-Computer Interaction, Mobile and Ubiquitous Computing, and Web Development

## WORK & PROJECT EXPERIENCE

**KKday, E-commerce Travel Platform Startup**

Taipei, Taiwan

MarTech - Growth Hacker Intern

Apr. - Jul. 2019

- Boosted sales volume with EDM/Push Notification Customization and Automation (Restful APIs), Conversion Optimization, and Google Ads Database Auto-Synchronization (Google Ads Scripts).
- Provided insights via Marketing Data Analysis, User Journey Analysis, and User Experience Research.
- Proficient in Mixpanel, an event-driven user behavior tracking platform. **Held** office hour to help colleagues get familiar with this tool.
- **Project Leader of Southeast Asia Markets App Download Promotion Campaign** Jun. - Jul. 2019
  - Designed and implemented customized EDM and app push notification that automatically reached out to target audience with app download promotion code after customers' purchasing.
  - **Led** colleagues from IT, Marketing, and Content team in Thailand, Viet Nam, Singapore, and Taiwan to perform the campaign on schedule.
  - Reached **60%** boost of organic app downloads in the Southeast Asia Markets.

**Mobile and Ubiquitous Interaction Lab, National Chiao Tung University**

Hsinchu, Taiwan

Research Assistant, to Dr. "Stanley" Yung-Ju Chang

Feb. - Sep. 2018

- Researched human-mobile interaction topics especially using the technique of Ubiquitous Computing.
- Collaboratively conducted researches focusing on Mobile-Mediated Communication (paper accepted for ACM CHI'19), and mobile Augmented Reality (AR) pedestrian navigation in two separate projects.

**D2 Technologies Inc.**

Hsinchu, Taiwan

Internships

Summer 2016, Summer 2017

- Worked as Front-end Designer, Mobile Application UX Tester & Quality Assurance (QA) Engineer
- Designed the layout of the official website: <https://www.d2tech.com/>

**Mapmory, A Map That Helps Keeping & Sharing Our Memories in Each Journey**

Self-Directed Project

Jun. 2019 - Present

- Designed and implemented a web platform where I can add notes to locations on the map, arrange locations to record my journey, and easily convert short notes into the script of travel diaries. (React.js, Firebase Cloud Functions)
- Inspired by my needs when traveling across Europe year ago. I also viewed it as a chance to practice Full-Stack skills. Visit [code](#) on Github.

## SKILLS & LANGUAGES

**Programming Languages:**

- Python, Javascript, Typescript, HTML, CSS, Java, C++, C

**Development Platforms and Web Frameworks:**

- Android Studio, Django, Firebase Cloud Functions, React.js(Learning)

**Other Tools:**

- Github, Mixpanel, Mandrill, Mailchimp, Google Ads, Tensorflow, Arduino

**Languages:**

- Native Speaker of Traditional Chinese. Fluent in English (TOEFL:112).

## RESEARCH PUBLICATIONS

**Does Who Matter? Studying the Impact of Relationship Characteristics on Receptivity to Mobile IM Messages**

National Chiao Tung University

Oct. 2017 - Sep. 2018

We presented the research that analyzed the influence of relationship characteristics on receptivity to mobile Instant Messages (IM). Our results showed that both relationship and interruption context matter to mobile IM receptivity.

- Accepted for ACM CHI Conference on Human Factors in Computing Systems, 2019 (CHI'19)