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**
- EDM/Push Notification customization and automation(Using Restful APIs), Google Ads-database auto-synchronization(Google Ads Scripts).
- Conversion optimization, Marketing data analysis, User Journey Analysis, 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 to Southeast Asia Markets App Download Promotion Campaign   Jun. - July. 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.
  □ Integrated resources and 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, and mobile augmented reality(AR) pedestrian navigation in two separate projects.

D2 Technologies Inc.   Hsinchu, Taiwan
Internships   **Summer 2016, Summer 2017**
- 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, Scikit-Learn, 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)