Yu-Wen Pu 蒲郁文

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SUMMARY

- Solid computer science training, with experience as a software engineer and product manager
- Worked in the tech industry and design industry, with extensive experience collaborating with designers and engineers; familiar with digital product design process and agile methodology
- Passionate about user experience design, sociology, philosophy, and communication studies

EXPERIENCE

**Researcher / Product Specialist of AI Design Software, Taiwan Design Research Institute —
Feb. 2024 – July 2024**

In charge of an AI tool development project, responsible for conducting market and technical research, defining features and user flows, managing external vendors, discussing feasibility with stakeholders, ensuring compliance, and controlling quality

**Product Specialist, AIFIAN (mobile app startup)
— Sept. 2022 – Dec. 2023**

Responsibilities

- Analyze requirements/problems, define project goals and scope, explore possible solutions, and design user stories
- Conduct competitive analysis, stakeholder interviews, and user testing/guerrilla testing
- Write Product Requirement Documents (PRD) and specifications, and create Jira tickets
- Discuss product requirements and release timeline with Customer Success and Marketing
- Collaborate with designers on user stories, user flows, user interfaces, and copywriting
- Discuss technical feasibility and complexity, and confirm implementation details (e.g. API design), with engineers
- Track development progress according to Sprint Plan, and resolve issues encountered during development
- Assist with QA, track bug status, and participate in Sprint Retrospective meetings
- Launch new features, submit new app versions for review, and release new app versions
- Collect user feedback, track product metrics (SQL/GA/Mixpanel), measure project results, and propose enhancement plans
- Optimize intra-/inter-departmental workflows, evaluate new development tools, and maintain product documentation

Selected Projects

- Participated in the revamp of the AIFIAN app, meticulously inventorying product requirements, evaluating edge use cases, and writing detailed specifications to ensure the product was launched on time and met quality standards
- Planned account management features with Sr. PM, automating previously manual procedures and significantly improving operational efficiency
- Integrated a customer service platform into our customer-facing app and internal admin console, reducing friction for users reaching out to Customer Success and enhancing the efficiency of Customer Success in resolving user requests

**Front-end Engineer, AJA Creative Design
(Taiwan-based UX design agency) —
June 2021 – Sept. 2022**

Acted as Project Manager for an internal product, leading the development of a digital solution from scratch; participated in the planning, design, development, launch, and iteration phases; successfully transformed the company's workflow

- Discussed the project's scope, schedule, and available resources with the management team
- Conducted user interviews with designers to identify user pain points and expectations
- Ideated solutions with designers and created user flows and wireframes
- Designed the system architecture and APIs (adopting a fully decoupled front-end/back-end architecture)
- Developed front-end & back-end components (technologies/tools used: Bootstrap, Vue, PHP, MySQL, Linux, GCP, Git)

- Continually collected user feedback and analytics (via Hotjar) and iterated on the product
- After the product launch, it significantly improved colleagues' daily work experience and received highly positive feedback

Research Assistant / Summer Intern, National Applied Research Laboratories — July 2018 – July 2019 (part-time)

Analyzed attitudinal differences toward air pollution among different demographic groups using big data
- Researched text mining methods
- Wrote automated programs to perform data collection, data cleaning, word segmentation, keyword extraction, topic extraction/document clustering, and sentiment analysis
- Tools used: R + tidyverse and Python + SciPy

Discussion Facilitator, Taoyuan City Government — July 2018 – Aug. 2018 (part-time)

Served as a group facilitator in citizen's assemblies, leading 5-10 local residents in discussing local tourism development plans

Summer Student (IT Staff), Applied Materials Taiwan — July 2017 – Aug. 2017

Designed and developed a web client for a production monitoring system

Summer Intern, Institute of Information Science, Academia Sinica — July 2016 – Aug. 2016

Designed and developed a biodiversity data analysis application

EDUCATION

Master of Science in Computer Science, National Yang Ming Chiao Tung University — Sept. 2018 – Feb. 2021
GPA: 4.11

Master's Thesis: Designing an interactive interface that facilitates public deliberation based on social relations

Program of Cultural Studies, National Yang Ming Chiao Tung University — Sept. 2018 – Feb. 2021

Bachelor of Science in Computer Science, National Yang Ming Chiao Tung University — Sept. 2014 – June 2018
GPA: 3.93 (Class Rank: 5 out of 50)

Bachelor's Thesis: Analysis of political activities on social networking sites