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YU-LIN YANG

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EDUCATION

Madison, WI	University of Wisconsin – Madison	Fall 2016 – Fall 2019

- B.S. in Computer Science and Computer Engineering.
- Coursework: Artificial Intelligence, Data Structures, Operating Systems, Machine Organization and Programming, Databases, Digital System Design and Synthesis, Calculus III.

EXPERIENCE

Co-Founder, Product Manager	HaulTalk	November 2017 – current

HaulTalk Wardrobes

- Led product development from ideation to launch of full-stack MVP and improved team productivity by reducing operational costs by 35% and overseeing weekly sprint reviews.
- Ensured features met creator expectations by conducting interviews on 30+ YouTube content creators and Instagram influencers with over 50,000 followers and 80+ direct audiences.

Data Engineer, Intern	Discover Financial Services	Summer 2018

Discover Student Loans

- Migrated existing data to HIVE tables which utilized ACID transactions to reduce processing time by 2/3 and memory consumption by ½ of over 300TB of data daily.
- Designed and implemented developer workflow for over 150 developers on enterprise level Github repositories to meet audit requirements.

Software Engineering, Intern	MAGIX Software GmbH	Summer 2017

VEGAS Pro 15

- Developed workflow enhancement features for the flagship product in C++ and C# that resulted in an increase of 20% retention rate among over 110,000 active users.
- Created the ability to Selectively Copy & Paste Event Attributes, automatically Swap All Proxy Footage, Freeze Frame at Cursor, and Heal Split Events that reduced overall video editing workflow time by 15%.
- Practiced Agile and Scrum Methodologies, attended daily stand-ups, and experienced a full development & release cycle.

PROJECTS

- **LinkedIn Personal Branding** (2018). Built a brand on LinkedIn dedicated to helping students find their passion.
- **Yelp Food Recommender** (2017). Seamless and quick food recommender using HTML5 geolocation and Yelp's Fusion API. Node.js, Express.js, Heroku.
- **Amazon Echo Healthcare Assistant** (2017). Alexa-enabled assistant to access sample healthcare data which then creates and outputs statistical graphs directly to the user's desktop. AWS, Alexa Skills kit, ngrok, Flask

ADDITIONAL EXPERIENCE AND AWARDS

- **President, Transcend UW:** Led the largest student-ran innovation competition in the United States by raising over $80,000 from companies such as Qualcomm and Capital One.
- **1st Place, Target Hackathon 2018:** Pitched a chatbot solution to reduce purchasing friction and increase user engagement for Target e-commerce customers. Won $2,500 in prizes.
- **Winner, Capital One Software Challenge:** Won the MindSumo challenge to create a food recommender using Yelp's fusion API, over 200 submissions.
- **1st Place, MadHacks Hackathon 2017:** Developed a blockchain solution using Hyperledger to empower health patients with control while maintaining the security and immutability of medical records.
- **Macbook Technician & Dealer (2014-2016):** Launched personal business negotiating, repairing, and selling MacBooks via Craigslist and eBay, accruing over $18,000 in revenue.
- **Scholarship, University of Wisconsin: College of Engineering**

Languages and Technologies

- Java; Swift; C++; C#; JavaScript; Node.js; Git; Perforce; Verilog; SQL;
- Trello, JIRA, Visual Studio; XCode; Eclipse; Modelsim;
- English – native; Mandarin Chinese – fluent;