

120 Rumsey Pl,  
Westmont, IL 60559

# YU-LIN YANG

(630) 962-0087  
[yang423@wisc.edu](mailto:yang423@wisc.edu)  
[linkedin.com/in/yyang0087](https://www.linkedin.com/in/yyang0087)

## EDUCATION

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<b>Madison, WI</b>	<b>University of Wisconsin – Madison</b>	<b>Fall 2016 – Fall 2019</b>
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- 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

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<b>Co-Founder, Product Manager</b>	<b>HaulTalk</b>	<b>November 2017 – current</b>
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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.

<b>Data Engineer, Intern</b>	<b>Discover Financial Services</b>	<b>Summer 2018</b>
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Discover Student Loans

- Migrated existing data to HIVE tables which utilized ACID transactions to reduce processing time by 2/3 and memory consumption by 1/2 of over 300TB of data daily.
- Designed and implemented developer workflow for over 150 developers on enterprise level Github repositories to meet audit requirements.

<b>Software Engineering, Intern</b>	<b>MAGIX Software GmbH</b>	<b>Summer 2017</b>
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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

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- **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

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- **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.
  - **1<sup>st</sup> 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.
  - **1<sup>st</sup> 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

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