

Yi-Lin Chen

Santa Clara, CA 95050 | zoechen410@gmail.com

<https://www.linkedin.com/in/zoechen410/> | <https://zoechen410.wixsite.com/portfolio>

PROFILE

Shifting career path from Project Management to User Experience, I've discovered a passion for aligning the needs of businesses, engineers, and end-users. With a background in UX Research & Design across diverse industries, my aim is to harness my broad experiences to champion user-centered design principles in product development.

EDUCATION

Master of Science, Human Factors and Ergonomics

Aug 2022- Present

San Jose State University, San Jose, CA

GPA: 3.59

Bachelor of Science, Health Care Management

Jun 2015

Chang Gung University, Taoyuan, Taiwan

GPA: 3.53

PROJECT EXPERIENCE

HelpYourCELF, App Design

Aug 2022 - Mar 2023

- Presented at the 2023 HFES International Symposium as a finalist of the 2023 mHealth Student App Competition.
- Identified and addressed issues of prolonged operation time and cognitive workload associated with the CELF-5 assessment tool.
- Implemented an auto-selection function for questions and speech recognition, resulting in a 20-minute reduction in assessment duration.
- Achieved an overall usability score of 8.83 out of 10 (n=3) through rigorous usability testing methodologies.
- Tools used: Survey / Interview / Usability Testing / Miro / Figma / Illustrator / Photoshop.

Rock X, App Design

Feb 2023 - May 2023

- Orchestrated the design of a comprehensive museum experience, encompassing ticketing, planning, and AR touring.
- Executed UX strategies for both visual and auditory interfaces to enhance user engagement.
- Realized a 20% reduction in error rate and navigation time through meticulous user research and design iterations.
- Tools used: Persona / Journey Map / Flow Design / Miro / Figma / Illustrator / Photoshop.

Twitch on Apple TV, App Evaluation

Aug 2022 - Dec 2022

- Conducted a thorough evaluation identifying challenges in cognitive recognition and navigation, affecting 74% of participants.
- Implemented improvements in user flow and vocabulary to enhance comprehension and reduce visual noise by 30%.
- Demonstrated a 20% decrease in error rates and navigation time during usability testing.
- Tools used: Heuristic Evaluation / Comparative study / Miro / Figma / Illustrator / Photoshop.

WORK EXPERIENCE

Project Manager, Merry Electronics Co., Ltd., Taichung, Taiwan

Oct 2021 - Jul 2022

- Orchestrated the integration of user feedback from internal and external stakeholders, facilitating informed decisions for subsequent project stages.
- Identified and rectified a laboratory error through meticulous investigation, mitigating potential additional expenses totaling \$400.
- Led a headphone project through the entire development lifecycle, achieving mass production within a swift 6-month timeframe.

Operation Manager, INCH Engineering Designed Co., Ltd, Taichung, Taiwan

Oct 2017 - Sep 2020

- Organized standardized testing protocols to ensure product reliability and durability across more than 30 development initiatives.
- Streamlined the product design process by synthesizing customer requests and supplier feedback for over 15 design projects, enhancing overall product quality.
- Negotiated pricing and fees with suppliers, resulting in a notable 20% reduction in costs, optimizing operational efficiency and profitability.

SKILLS

// **Technique:** Figma, Axure RP, Miro, Adobe Illustrator, Photoshop, XD, Minitab, JavaScript, HTML, CSS

// **Design Methods:** Information Architecture, Visual Design, User Flow, Journey Mapping, Wire-framing, Interaction Design, Storyboarding, Iterative Design, Branding Design

// **Research Methods:** Heuristic Evaluation, Survey Design, Usability Testing, Data Analysis, Interdisciplinary Communications, Quantitative & Qualitative Research, Comparative Study, Literature Review