

Yu En Lin

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EDUCATION

University of Michigan

Ann Arbor, MI

Master of Science in Information (UX & Full-Stack Development) - GPA: 3.96/4

2025-2027(May)

UI/UX PROJECT

BudgetCart

Sep 2025 - Present

- **Synthesized insights from 10 user interviews and competitive analysis** to identify key user needs and guide feature prioritization, informing interaction flows and early prototypes
- **Refined UI layout and visual hierarchy with usability testing** to reduce cognitive load in product comparison

American Association of School Librarians (UX Research & System Design)

Sep 2025 - Dec 2025

- **Led cross-organizational UX research across 47 chapters** to identify communication gaps and knowledge fragmentation, informing the design of a centralized onboarding kit and shared information structure

Taipei Metro Hackathon

Apr 2025 - Jul 2025

- **Identified key adoption barriers through 10 user interviews and competitive analysis** of loyalty and transit apps, revealing low feature awareness, unclear redemption flows, and high cognitive load in core user journeys
- Redesigned the Metro Points experience by restructuring reward logic and gamification flows to improve clarity, engagement, and partner revenue sustainability
- Translated user research into wireframes and prototypes, redesigning key UI screens using clear information hierarchy, progressive disclosure, and card-based layouts to surface critical reward information, **reducing clicks by 50%**

PROFESSIONAL EXPERIENCE

Orderble

Taipei, Taiwan

Product Manager Associate

Jan 2025 - June 2025

Neonatal Blood Screening System

- **Accelerated project delivery by 66%** by leading requirements gathering, backlog prioritization, and sprint planning across engineers and healthcare stakeholders

Taoyuan Spatial Information Map Platform

- Analyzed usage data and survey results to identify UX improvements, **increasing user satisfaction by 35%**
- **Lectured 5+ cross-department workshops** to align stakeholders and accelerate platform adoption

Software Engineer Associate

Jul 2023 - May 2024

JUBO Healthcare Platform

- **Integrated 200k+ health records via API for real-time visualization;** Redesigned data entry interfaces, **increasing completion rates from 75% to 95%**
- Collaborated with PMs and designers to prototype features and integrate weekly user feedback into agile sprints

SKILLS

- **Technical:** HTML, CSS, Python, Javascript, C#, SQL, R, React, Git, PostgreSQL
- **Design:** Sketch, Figma, Adobe Creative Suite, UX Methods (Information Architecture, Interaction Design, Usability Testing, Wireframing, Prototyping, User Flows, Accessibility, Heuristic Evaluation, User Research)