

Skilled in getting from **zero** to **one**

# YunFang Lu



[linkedin.com/in/yunfang-lu/](https://www.linkedin.com/in/yunfang-lu/)



[Yonflame@gmail.com](mailto:Yonflame@gmail.com)



[Yonflame.com](http://Yonflame.com)

**Azure AI Fundamentals**  
Microsoft. Certified

**Design Research**  
Stanford Continuing Studies. A

**Learning R**  
LinkedIn. Certified

**UX Design**  
General Assembly. Certificate

**Statistics Senior Examination Level III**  
Taiwan(R.O.C.). Qualified

**MBA**  
National Chiao Tung University,  
GPA 4.0



## TOOL BOX

- Figma/Sketch/Adobe XD
- Zeplin/InVision
- SQL
- R/SAS/SPSS

## Product Designer

Jan 2021 - Oct 2021

WiFigarden, Taipei City

- Designed and implemented platform structure
- Launched 4 applications in 8 months and successfully managed and monitored 4K devices from launch to Sep.
- Spearheaded to formulated the process of product development
- Designed and Compiled user manual in English and Chinese

## Senior Product Manager

Oct 2020 - Dec 2020

Cyberbiz, Taipei City

- Managed global business development and big data team
- Led teams to connect to Amazon marketplace web service
- Held UX workshops to help cross-team distill insights
- Brought out a new product line with Google Ads principles

## Lead UX Architect

Sep 2018 - Oct 2020

WiFigarden, Taipei City

- Led embedded, Backend, Frontend, App, and design teams projects (2 Apps, 2 platforms, and 10+ products)
- Implemented Scrum to track and iterate projects and products
- Defined structures and components to improve work efficiency for cross-teams and vendors

## Lead UX Designer

Sep 2017 - Sep 2018

HappyEarth, San Francisco

- Conducted UX research and Overhauled UI design
- Facebook ads CPC \$0.13-0.25, CTR 4.5%-5.5%, CVR 5%
- Increased sell-through rate over 99% in three months
- Increased Facebook English-speaker likes by 762 people and non-English speakers likes by 44 people

## Columnist

Feb 2011 - Oct 2018

Freelancer, San Francisco

Pointed out problems and shared experiences with the public to broaden their horizons by 450K+ visitors now

## Statistical Specialist

Sep 2009 - Feb 2011

City hall, Taipei City

Collected, analyzed and disclosed government's open data to increase citizen participation