

YunFang Lu

Data Analytics
Google Certificate

Design Research
Stanford Continuing Studies, A

Azure AI Fundamentals
Microsoft Certificate

UX Design
General Assembly, Certificate

Statistics Senior Examination
Level III
Taiwan Top 10

MBA
National Chiao Tung University,
GPA 4.0



TOOL BOX

- Figma/Sketch
- Spreadsheet
- SQL
- Tableau
- R

Mentor, learner, adventurer

Nov 2021 - Present

Relocated from Taiwan to the US

- Mentored and lectured UX concepts to students in universities
- Organized all affairs of immigration to the US
- Completed Google professional data analytics certificate

Product Designer

Jan 2021 - Oct 2021

WiFigarden, Taipei City

- Designed and implemented a SaaS platform structure
- Launched 4 applications and monitored 4K+ devices in 9 months
- Spearheaded formulation of the development process of products
- Designed and Complied user manual in English and Chinese
- Led project collaborating with Taiwan's biggest broadband company

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-functional teams 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 workflow to facilitate performance for teams and vendors

Lead Business Analyst

Sep 2017 - Sep 2018

HappyEarth, San Francisco

- Conducted UX research and Overhauled UI design
- Facebook ads performance CPC \$0.13-0.25, CTR 4.5%-5.5%, CVR 5%
- Increased sell-through rate over 99% in 3 months
- Increased Facebook non-Chinese speaker likes by 806 people

Columnist

Feb 2011 - Oct 2018

Freelancer, San Francisco

- Pointed out problems and shared perspectives in magazines and social media
- 460K+ visitors and 1.5K followers for the personal blog to date

Statistical Analyst

Sep 2009 - Feb 2011

City hall, Taipei City

Collected, cleaned, analyzed and visualized the government's open data as policy references