

# Yu-Lin Chung

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## EDUCATION

**Georgia Institute of Technology**, Atlanta, GA

Aug. 2019 - Aug. 2021

M.S. Computer Science

Related Courses:

– Data & Visual Analytics | Mobile Apps & Services | Principles of UI Software | Big Data Sys & Analytics

**Linköping University**, Linköping, Sweden

Summer 2017

– Summer Academy in Innovation and Entrepreneurship

**National Tsing Hua University**, Hsinchu, Taiwan

Fall 2014 - Spring 2018

B.S. in Computer Science with **Academic Excellence Award**

– Concentrated in Human-Computer Interaction, Mobile and Ubiquitous Computing, and Data Science

## WORK EXPERIENCE

**KKday, E-commerce Travel Platform Startup**

Taipei, Taiwan

MarTech - Growth Hacker Intern

Apr. - Jul. 2019

- Performed User Journey Analysis, Email Automation, Customization and Tracking, and Conversion Rate Optimization
- **Project Leader of Southeast Asia Markets App Download Promotion Campaign** Jun. - Jul. 2019
  - Led colleagues from IT, Marketing, and Content team in Thailand, Viet Nam, Singapore, and Taiwan to perform the campaign on schedule.
  - Reached **60%** boost of organic app downloads in the Southeast Asia Markets.

**Mobile and Ubiquitous Interaction Lab, National Chiao Tung University**

Hsinchu, Taiwan

Research Assistant, to Dr. “Stanley” Yung-Ju Chang

Feb. - Sep. 2018

- Collaboratively conducted research focusing on Mobile-Mediated Communication using the concept of Ubiquitous Computing.
- Paper accepted for **ACM CHI’19**.

**D2 Technologies Inc.**

Hsinchu, Taiwan

Front-end Designer & Back-end Quality Assurance (QA) Internships

Summer 2016, Summer 2017

- Designed the layout of the **official** website: <https://www.d2tech.com/>
- Modified and documented testing code with C++.

## SELECTED SELF-DIRECTED PROJECT

**Mapmory, A Map That Helps Keeping & Sharing Our Memories in Each Journey**

Self-Directed Project

Jun. 2019 - Present

- Inspired by my own needs when traveling across Europe year ago. Also viewed it as a practice of Full-Stack technical skills.
- Designed and implemented a full-stack web platform to improve travelers’ experience by linking photos, visited places and short notes together and turn them into the script of their travel diaries automatically. (Planning to launch to public on December, 2019).
- Developed using **React.js** and **Firebase Cloud Functions**. Visit [code](#) on Github.

## SKILLS CURRENT & DEVELOPING

**Programming Languages (In order of proficiency):**

- Python, Javascript, HTML, Java, CSS, C++

**Development Platforms, Web Frameworks & Other Tools:**

- React.js, Android Studio, Django, Github, Firebase Cloud Functions, Google Ads, Arduino

**Skills Developing in Courses:**

- **App Development w/ React Native + RestFul api + Firebase** in Mobile Apps & Services
- **Java Swing + Android** in Principles of UI Software
- **Python Keras, Linux, Hadoop & Intel® Neural Compute Stick** in Big Data Sys & Analytics

## LEADERSHIP EXPERIENCE

**Team Leader, Promotion at TEDxNTHU**, Hsinchu, Taiwan

Dec. 2015 - May 2016

– Led team to reached **5000** likes on the Facebook fan page and hit a **record high** 350 attendance in the annual TED talk conference.