

YU-HSIN LIN (CINDY)

Product Manager | Sociology × Software Development

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Junior PM at an AI startup. Took a stalled app from zero structure to App Store launch in 5 months.

Sociology-trained user instinct + hands-on engineering collaboration + AI-assisted product workflow.

WORK EXPERIENCE

Associate Product Manager · AI Startup Feb 2025 – Present

- Rescued a 6-month stalled rental app; built Notion project system, delivered 4 milestones in 5 months to App Store
- Validate MVP feasibility with engineering through AI-assisted prototyping and spec writing
- Conduct user interviews → journey maps → scenario maps to drive feature prioritization

Project Intern · Taiwan Technical Mission in Saint Lucia Aug 2024 – Jan 2025

- Coordinated e-commerce platform development across local partners and Taiwanese suppliers in 3 time zones
- Ran community interviews to define buyer personas; identified critical product upload flow gap before launch
- Tracked 10+ partner milestones to 90% completion, adapting training plans from real-time feedback

Project Manager · Nighttime Light & Shadow Art Exhibition Jan – Jun 2024

- Led 20-member team to deliver a week-long exhibition with 3,000+ visitors
- Negotiated TWD 240K+ sponsorships; managed TWD 500K budget with 5% cost savings
- Drove online-offline marketing strategy reaching 50K+ impressions

PRODUCT & DESIGN TRAINING

HCI Course | NCKU (2023) Cross-disciplinary collaboration with CS students; Flutter UI & frontend implementation

UX Bootcamp | UXTW (2023) End-to-end product design: user research, prototyping, usability testing on a government project

Design Marathon | Reborn (2022) 10-week intensive: competitive analysis → interviews → personas → wireframes → hi-fi prototype

EDUCATION

National Sun Yat-sen University — B.S. in Sociology | Relevant: HCI (NCKU), Human-Centered Info Systems **Feb. 2022 – Jan. 2026**

SKILLS

Product: Notion, stakeholder management, sprint planning, budget management, AI-assisted product workflow

Design: Figma (wireframe / prototype / journey map), Adobe Illustrator & Photoshop

Technical: Python, HTML/CSS, Flutter, WordPress, SPSS, familiar with API & frontend-backend architecture

Languages: Chinese (Native) · English (TOEIC 895)