

Jinghan (Alyson) Yu

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EDUCATION

Brown University

Providence, RI

M.S. in Innovation Management and Entrepreneurship

Jun. 2025 – May. 2026

Cross Registration at Harvard University

- **Relevant Courses:** Engineering Management & Decision Making, Sociotechnical Approaches to AI and HCI

University of Washington | GPA: 3.95/4.0

Seattle, WA

Dual B.S. in Informatics (Human Computer Interaction Track) and Psychology

Sep. 2019 – Mar. 2024

Minor in Business Administration

- **Award:** Eisenberg Family Endowment in Student Leadership for Informatics
- **Relevant Courses:** Product and Information Systems Management, Applied Product Design, Value Sensitive Design

PROFESSIONAL EXPERIENCES

Floss Boss Mobile Dental Clinic

Seattle, WA

Product Manager Intern

Mar. 2024 – May. 2024

- **Product Development:** Designed the first mobile app MVP for the clinic and its clients on Figma, streamlining the booking process and optimizing scheduling efficiency by 50% to enhance user experience and operational workflow.
- **Roadmap Planning:** Developed a product roadmap on Miro with a focus on prioritizing three key features (scheduling, payment estimate, and client information) and shorten the product development cycle by 10%.

Top Tier Auto Brokers

Seattle, WA

Product Owner

Jun. 2023 – Jan. 2024

- **Entrepreneurship:** Co-founded TTA to assist young population in navigating the second-hand car market.
- **Market Strategy:** Planned and launched the first official TTA website aim to expand the Gen Z customer base by 15%, specially catering to young Chinese buyers with bilingual options to enhance accessibility and user experience.
- **Data Management:** Built a relational database to for the website backend to track sales, automating sales tracking and reducing manual reporting time by 50%.

Starbucks Digital Barista Course Project

Seattle, WA

Product Manager

Oct. 2022 – Jan. 2023

- **Collaboration:** Collaborated with cross-functional teams to design an interactive prototype for the Starbucks mobile app in the US market, reinventing a hands-free experience for intuitiveness and increasing mobile orders by 30%.
- **Customer Research:** Developed interview protocols and questions to understand pain points among current mobile app users, revealing challenges related to navigation difficulties, including complicated menu architecture.
- **Competitor Research:** Conducted a SWOT and comparative analysis of voice-based AI chatbots like Siri and Cortana versus text-based alternatives, evaluating their strengths and weaknesses to determine the optimal choice aligned with key design principles: Humanizing, Automatic, and Minimalist.
- **Sprint Planning:** Delivered five pitches detailing the product's journey from ideation to final deliverable, earning accolades from Starbucks designers, industry experts, and top project recognition among eight submissions.

RESEARCH EXPERIENCES

Meta

Seattle, WA

User Research Assistant

Jan. 2023 – Jun. 2023

- **Research:** Conducted thematic analysis and co-authored a 15+ pages report on the interactions of individuals with upper body impairments with locomotion technologies in VR, offering key user insights on controller usability.
- **User Study:** Led over 40 user studies utilizing Unity and surveys, collecting thousands of quantitative and qualitative user output data points for analysis.
- **Publication:** Published “Comparing locomotion techniques in virtual reality for people with upper-body motor impairments” on ASSETS 2023. 1-14 as the second author.

SKILLS

Programming Language: React, JavaScript, Firebase, HTML, CSS, SQL, R, Python, Java

Tools/Framework: Git/GitHub & Command Line, Figma, Miro, Lucidchart, Visio, Microsoft Suite