

Linde Huang

Innovation | Design | Product Management

linde.lu.huang@gmail.com

310 259 6665

[linkedin.com/in/lindehuang/](https://www.linkedin.com/in/lindehuang/)

EXPERIENCE

Dec 2022 - Present

Zencare

Product Manager and Designer - Mental Health Support

- Scoped, launched, and iterated against a new EHR product line that improved sales 3.5x
- Integrated therapy cost-estimator that made clients 2x more likely to reach out, and improved referrals to therapists by 25%
- Managed product strategy and development end-to-end, from conception to final release, to a growing audience of 150k/mo users

Feb 2021 - Dec 2022

Lantern

Product Manager and Designer - End-of-Life Planning

- Increased core product engagement 541% (from 12% to 65%) and monthly repeat visits by 243% (from 1.02 to 2.47) within 5 months through rapid product experimentation
- Built product management and design infrastructure from the ground up (most notably: user discovery, product analytics, project planning, and experimentation frameworks)

Apr 2019 - Feb 2021

Michigan Medicine

Human-Centered Designer - Health Research

- Initiated 12 novel innovation projects, conducting 28 innovation experiments resulting in 3 new product offerings
- Created brand new connection portal for community engagement team bringing in 100+ new touchpoints within the first 30 days

Jan 2017 - Jul 2018

Epic

Technical Trainer - Analytics and Reporting

- Used SQL to gather data-backed insights from Epic's 40K databases
- Trained weekly classes of 12-80 Business Intelligence staff at large healthcare organizations (~10B revenue) on how to run analytics reports in their own Epic systems

Sep 2014 - Sep 2016

Microsoft

Program Manager - Windows, Office

- Led redesign of infrastructure for Microsoft Office's support website, avg 6M users/month
- First to implement Optimizely data-driven design in org, ran initial test with pages at 700K page views/month
- Released the Windows 10 background audio API for 660K+ apps

EDUCATION

Duke University

BSE Electrical and Computer Engineering

GPA: 3.84

Magna Cum Laude

2014

KEY SKILLS

Product

User Discovery
Product Roadmaps
Agile/Scrum
Data-Driven Development
Cross-Functional Comms
Go-to-Market Planning

Design

Design Strategy
User Research
Rapid Prototyping
UX Design
UI Design
Usability Testing
No-Code Development

Technology

HTML/CSS
JavaScript
React.js
Java

Data Analytics

SQL
Excel
Tableau