Hsin-Yi (Doris) Chang

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6 years of analytics experience, including roles at TikTok and Kling AI. Designed and evaluated experiments to guide product decisions, worked directly with VP-level executives, and independently led business analysis to explain performance changes and identify growth opportunities.

Experience

Kling AI | Senior Data Analyst, Product Experience **Beijing, China | May 2025 – May 2026**

One of the first video-generation models globally to rival OpenAI's Sora; valued at US$18B post-money in its pre-IPO round

- **Built the product's first user experience analytics framework.** Defined core metrics across the creation process, generation efficiency, and output satisfaction; partnered with the data engineering team to build server- and client-side data infrastructure.
- **Reduced estimated inference costs by ~10%.** Identified avoidable generation spend using generation credits as a cost proxy and drove a redesign of the moderation flow to address content blocked only after generation.
- **Guided model development priorities for language support and output control.** Built an LLM-based tagging tool to analyze 100K+ text and image inputs, revealing which languages users needed and what they wanted to control.
- **Improved new-user creation and monetization.** Diagnosed drop-off through funnel analysis and informed creation-page and homepage redesigns, increasing creation rate by 1%, credit usage by 8%, and GMV by 15%.
- **Established edit-and-retry as a key signal of user dissatisfaction.** Used LLMs to analyze how users revised prompts between attempts and built a self-serve tool for model and evaluation teams to investigate poor outputs.

Kuaishou | Data Analyst, Search **Beijing, China | May 2023 – May 2025**

China's second-largest short-video platform (HKEX: 1024), with 410M+ daily active users

- **Reshaped the 2024 search roadmap by making latency optimization the top priority.** Defined a user-facing metric that revealed 11% of searches showed no content and validated latency as a key cause through experiments, driving improvements that reduced latency by 1 second and the no-content impression rate by 5 percentage points.
- **Resolved the trade-off between search and feed engagement.** Diagnosed cannibalization through experiments and user journey analysis; partnered with product and algorithm teams to improve search-entry relevance and the post-click experience, increasing related-search CTR by 11.75% and time spent by 0.18%.
- **Shaped the recommendation strategy for new shoppers.** Identified new shoppers as the largest growth opportunity and found that existing ranking signals underserved them; segmented users by shopping stage and set product-page views as the lead metric, increasing GMV by 4.8% and buyers by 4.4%.
- **Led business analytics for the search algorithm organization.** Designed experiments to monitor performance across three teams and established daily monitoring for management; ran regular business reviews to explain metric changes and identify risks and growth opportunities.

TikTok | Data Analyst, Social **Shanghai, China | Sep 2021 – Nov 2022**

- **Drove go/no-go decisions for 10+ product and algorithm experiments.** Owned impact estimates, event-tracking plans, success metrics, and result analysis, increasing posting rate by 1.2% and DAU by 0.1%.
- **Shaped TikTok's social product strategy.** Designed a long-term holdout experiment to measure how social features drive DAU and posting.

Gogoro | Data Analyst, R&D **Taipei, Taiwan | Jan 2020 – Aug 2021**

Operates one of the world's largest battery-swapping networks (Nasdaq: GGR)

- **Saved USD 390K+ through targeted battery retrieval.** Built an anomaly-detection system that flagged 14K+ batteries with abnormal lifespans, enabling teams to retrieve the highest-risk batteries first.
- **Reduced battery charging anomalies by 20%.** Traced root causes in battery data, driving fixes to vehicle design and firmware.
- **Reduced issue-diagnosis time from days to seconds.** Built internal tools with Airflow and Redash that made dashboards load 150x faster and saved USD 12K+ annually in licensing fees.

Skills

- Technical: SQL, Python, Excel, Airflow, dbt, Redash, AI-assisted development tools (Codex, Claude)
- Analytics: product analytics, A/B testing, statistical analysis, metric design, data instrumentation, funnel analysis, attribution analysis, data visualization, data pipeline development
- Product discovery: user research, wireframing, usability testing

Education

- National Tsing Hua University | M.S., Human Factors | 2019 | GPA: 4.24/4.3
- National Tsing Hua University | B.S., Industrial Management, Minor in Mechanical Engineering | 2016 | Rank: 3/69