https://ittseng.co

+1 339-368-0897

ittseng@iu.edu

# I Ting Tseng
## Product Designer

## Designing & Prototyping Tools

- Adobe Creative Cloud
- Sketch
- Axure
- InVision
- Marvelapp

## Formative/Summative Research

- User Interviews
- Survey / Observation
- Competitive Analysis
- Usability Testing
- Heuristic Evaluation
- Cognitive Walkthrough

## Generative Research

- Affinity Diagramming
- User Personas
- Journey Mapping
- Sketching
- Prototyping

## Programming Languages / Skills

- D3
- Tableau
- Javascript
- HTML / CSS

## Publication

- "From Crowdsourcing to Crowd-sharing: The Smart Environmental Sensing Web of EPA" 2017, 4.

## Achievement

- Winner -Tech to Protect Challenge Pittsburgh, 2019
- Winner - Tech to Protect Challenge Chicago, 2019
- Winner - AT&T Firstnet Hackathon, 2019
- Winner - Design Sprint 2019 - Indiana University
- Vice President - Taiwanese Student Association 2019-2020 - Indiana University
- Merit Scholarship - Indiana University

## EXPERIENCE

### Shotzoom, LLC                                         Jun 2019 – August 2019
**UX Design Intern**

- Designed the new Android version for the world's largest golf community with over 3 million users in our golf GPS app.
- Responsible for the brand-new booking function in both Android and iOS versions of the Shotzoom app, and redesigned the wearable device interface that integrates headphones.

### EMCT Inc.                                              May 2013 – July 2018
**UI/UX Designer**

- Contributed to the improvement of the Environmental Info Push App, which boosted ratings from 3.0 to 4.3 out of 5 and the number of users from 10,000 to 300,000.
- Increased company's ability to bid on government projects by doubling the previous budget. This increased revenue by 200% and doubled the number of employees.
- Key contributor to inspiration, design and development of the company's first product.

### InFane Design Group Co., Ltd.                    August 2009 – April 2013
**Project Manager**

- Organized a new planning team for a branding company and started managing it.
- Integrated service and business models in areas ranging from branding, graphic design, marketing, public relations, and advertising.

## EDUCATION

### Indiana University – Indianapolis, IN                          May 2020
**Master of Science – Human Computer Interaction**

### National Taiwan University – Taipei, Taiwan                   June 2009
**Bachelor of Science – Geography**

## PROJECTS

### Starbucks Project                              September 2019 - April 2020
**Product/UX Designer**

Designed a location-based recycling app that engages, educates, and guides partners to become a recycling expert specific for their store.

### AT&T Firstnet Hackathon                September 2019 - September 2019
**Product/UX Designer**

Iterated design interactive prototype and won "Best App for Community Engagement" and "Best App from a Student team."

### Rolls-Royce – Volunteer Project            December 2015 – July 2018
**Product/UX Designer**

Presented "Book AI" knowledge management and collaborative community with a solid revenue stream for the current training system.