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# I Ting Tseng

## UI / UX Designer

### PROFILE

Experienced UI/UX designer with a proven history of working in the information technology industry

#### Programming Languages / Tools

- D
- Tableau
- Javascript
- HTML / CSS

#### Designing & Prototyping Tools

- Sketch
- Axure
- XD
- Illustrator
- Photoshop

#### Honors & Awards

- Winner - Tech to Protect Challenge Codeathon, 2019
- Winner - AT&T Firstnet Hackathon, 2019
- Winner - Design Sprint 2019 - Indiana University
- Golden Key International Honour - Indiana University
- Grace Hopper Scholarship - Indiana University
- Merit Scholarship - Indiana University

#### Publication

- From Crowdsourcing to Crowd-sharing: The SmartEnvironmental Sensing Web of EPA

#### 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

### EDUCATION

Indiana University – Indianapolis, IN May '20  
**Master of Science – Human Computer Interaction**

National Taiwan University – Taipei, Taiwan June '09  
**Bachelor of Science – Geography**

### EXPERIENCE

Shotzoom LLC Jun '19 – August '19  
**Graphic Designer Intern**

- Demonstrated problem-solving skills through design thinking, communicated solutions while provided reasoning, and continually monitored iterative team feedback as well as user testing.
- Engaging design solutions for an ever-changing landscape.

Environmental Management Consultant Technologies Inc. May '13 – July '18  
**UI/UX Designer**

- Contributed to the improvement for Envi 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 inspire, design and develop the company's first product.

InFane Design Group Co., Ltd. August '09 – April '13  
**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 advertisement.

### PROJECTS

Environment Info Push App – EMCT Inc. May '15 – July '18  
**App UI/UX Designer**

Developed company's first UI/UX app design project with the news headline "the most beautiful and powerful government app".

Air IoT – EMCT Inc. May '17 – July '18  
**Web UI/UX Designer**

Conceived company's first data visualization web design project using the front-end languages template in a short development timeframe.

i-Plants – EMCT Inc. December '15 – July '18  
**Product UI/UX Designer**

Created the company's first smart agriculture product with an innovative business model using a proprietary solution containing data visualization and IoT system.