

# I Ting Tseng

UX / Product Designer

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## PROJECT

### Interactive Design Practice / Indiana University

Aug 2018 - Dec 2018

Designed a solution for addressing climate change through design process including problem framing, design exploration, brainstorming, prototyping, and evaluating.

### Interactive Design Methods / Indiana University

May 2015 - Jul 2018

Evaluated LinkedIn using usability metrics including interviews and observations, inspection methods, issue-based metrics, and performance & self-Report metrics.

### Environment Info Push App / EMCT Inc.

May 2015 - Jul 2018

Understand and establish the behavioral patterns of the products including language, visual presentation, physical objects or space, time and behavior.

### Air IoT / EMCT Inc.

May 2017 - Jul 2018

Using cloud computing and cross-domain data analysis to proactively exploring environmental trends with the focusing on the needs of public.

### i-Plants / EMCT Inc.

Dec 2013 - Jul 2018

Considered the development possibilities of each service model, potential customers, competitors, consideration of cost and price.

## PUBLICATION

### From Crowdsourcing to Crowdsharing: The Smart Environmental Sensing Web of EPA

Jun 2017 • IARIA

## EDUCATION

### MS, Human Computer Interaction

Aug 2018 - May 2020

Indiana University (IUPUI), Indianapolis, IN

### BS. Geography

2004 - 2009

National Taiwan University, Taipei, Taiwan

## EXPERIENCE

### UI/UX Designer / EMCT Inc.

May 2013 - Jul 2018

Increased company's ability to bid on government projects by double the previous budget. Increased revenue by 200% and doubled employee number.

## TOOLS

### Designing

Sketch  
Photoshop  
Illustrator  
Adobe XD

### Coding

HTML / CSS  
Javascript  
jQuery  
Bootstrap

### Prototyping

InVision  
Balsamiq  
Justinmind

## SKILLS

### Formative Research

User Interviews  
Survey / Observation  
Competitive Analysis

### Generative Research

Affinity Diagramming  
Concept Map  
Personas & Scenarios  
Sketching  
Prototyping

### Summative Research

Usability Testing  
Heuristic Evaluation  
Cognitive Walkthrough