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# I Ting Tseng

## UX / Product Designer

### PROFILE

Experienced product designer with a demonstrated history of working in the information technology and services industry interested in internship for summer 2019

#### Formative/Summative Research

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

#### Generative Research

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

#### Programming Language Tools

- HTML / CSS
- Javascript
- React
- jQuery

#### Designing & Prototyping Tools

- Sketch
- Figma
- Marvel
- Proto.io
- Framer X
- Principle
- InVision
- Photoshop
- Adobe XD
- Illustrator

#### Honors & Awards

- Merit Scholarship - Indiana University
- Golden Map Award
- Golden Prize for Digital Government
- Prominent Application for Government Service
- Geospatial World Excellence Awards
- APICTA Taiwan Awards Nomination

#### Publication

- From Crowdsourcing to Crowdfunding: The SmartEnvironmental Sensing Web of EPA

### EDUCATION

**Indiana University – Purdue University Indianapolis – Indianapolis, IN** May '20  
[Master of Science – Human Computer Interaction](#)

**National Taiwan University – Taipei, Taiwan** June '09  
[Bachelor of Science – Geography](#)

### EXPERIENCE

**Environmental Management Consultant Technologies Inc.** May '13 – July '18  
[UX/Product Designer](#)

- Improved interface for Environmental Info Push application which boosted ratings went from 3.0 to 4.3 and the number of users went 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 employee number.
- Inspired, designed and developed company's first own smart agriculture product.
- Accomplished APICTA Taiwan Awards nomination.

**InFane Design Group Co.,Ltd.** August '09 – April '13  
[Project Manager](#)

- Specialized business presentation for design and conveyed proposals for customers.
- Set up planning department in company and became the first manager.
- Achieved enterprise transformation to Environment Identity Consultant.
- Integrated service that encompasses elements such as space, graphics, marketing, and engineering in real estate.

### PROJECT

**Environment Info Push App – EMCT Inc.** May '15 – July '18  
[UX/Product Designer](#)

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

**Air IoT – EMCT Inc.** May '17 – July '18  
[UI/Interactive Designer](#)

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

**i-Plants – EMCT Inc.** December '15 – July '18  
[Product Strategist](#)

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

**Environmental Protection Manifesto – EMCT Inc.** January '16 – April '16  
[Web Designer](#)

Understood user's goal, organized data in a logical order, kept it simple and trying out different variations to tell a good story.

**i-Environment Website – EMCT Inc.** May '15 – November '15  
[Web Designer](#)

Used geographic information system technology to visualize precision environment database and design Interactive map with dashboard.