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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

Connected with wearable IoT devices and Smart Home devices to send emergency notifications using Geofencing to nearby community first respondents to provide immediate aid before law enforcement officers arrive.

Rolls-Royce – Volunteer Project

December 2015 – July 2018

Product/UX Designer

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