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

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

### Publication
- From Crowdsourcing to Crowdsharing: 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.
- Accomplished APICTA Taiwan Awards nomination.
- Increased company's ability to bid on government projects by doubling the previous budget. This increased revenue by 200% and doubled employee number.

**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 from design group to Environment Identity Consultant Inc.
- 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.