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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.