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I Ting Tseng

UX / Product Designer

PROFILE

Experienced product designer with a demonstrated history ofworking 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
- 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.