

judy tseng

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(949) 229-1682

EDUCATION

General Assembly

HTML, CSS, and Web Design	2017
User Experience	2016

University of California, Irvine Division of Continuing Education

Innovation Management & Entrepreneurship	2017
Data Science & Predictive Analytics	2017

University of California, Los Angeles

B.A. Economics	2014
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SKILLS

User Experience

Interface Design (Web/App)
Wireframes & Prototypes
Information Architecture
Usability Testing
User Research

Tools

Sketch
Adobe Creative Suite
InVision
Principle

Front-End Web

HTML
CSS

Languages

English (Fluent)
Mandarin (Native)

EXPERIENCE

Self-Employed • Freelance Designer

2017 - present | Irvine, CA

Provided UX consultation and copywriting for a major Venture Capital's website rebranding project. Designed a class reservation and communication platform for a yoga studio. Worked with independent clients and startups on their design needs and website maintenance.

Dcode Solutions • UI & UX Design Intern

2017 | Irvine, CA

Worked as the sole designer on three web and mobile app interface design projects, which have either launched or is in production. Led the design process and reported to the CTO and stakeholders.

Shing Yoga • PR & Marketing Specialist

2016 | Taipei, Taiwan

Responsible for the redesign of the official website to enhance brand image and improve user experience. Coordinated with a cross-functional team to develop social media strategies and campaigns that increased sales.

Ogilvy Public Relations • Account Executive

2015 - 2016 | Taipei, Taiwan

Coordinated AMD's global press conference at Computex and handled 500+ Taiwan and oversea media outlet, 20+ high-level executives' itineraries, and 30+ media interviews. Managed product launches, developed strategies, and performed daily PR tasks for clients such as AMD and MasterCard.

Shing Yoga • Marketing Assistant

2014 - 2015 | Taipei, Taiwan

Increased sales by an average of 47% per month by using effective marketing strategies. Strengthened customer relationships and improved brand image by organizing loyalty promotions.