

JUDY TSENG

UI/UX Designer

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Los Angeles, California

EXPERIENCE

UI & UX DESIGN INTERN <i>Dcode Solutions Irvine, CA</i> Responsible for: creating web and mobile application interface design solutions to meet client’s needs; designing and producing deliverables (sitemap, sketches, wireframes, prototypes). Projects included: <ul style="list-style-type: none">• Road To, a student project-share platform• Surati Farsan, a self-order POS system• Spice Fuzion, an online spice catalogue	6-9/2017
PR & MARKETING SPECIALIST <i>Shing Yoga Taipei, Taiwan</i> Responsible for: enhancing brand image through press releases, website redesign, and social media strategies; developing campaigns and events to increase sales; analyzing and revising marketing strategies via regular reports and cross functional collaboration.	9-12/2016
ACCOUNT EXECUTIVE <i>Ogilvy Public Relations Taipei, Taiwan</i> Responsible for: AMD and MasterCard accounts, managing product launches (AMD global press conference at Computex and MasterPass), conducting market research, and liaising/building relationship with clients and the media.	4/2015-7/2016
MARKETING ASSISTANT <i>Shing Yoga Taipei, Taiwan</i> Responsible for: improving marketing strategies which increased sales by an average 47% per month; organizing loyalty promotions to strengthen customer relationships and improve brand image.	7/2014-4/2015

EDUCATION

HTML, CSS, AND WEB DESIGN General Assembly	11/2017
INNOVATION MANAGEMENT & ENTREPRENEURSHIP DATA SCIENCE & PREDICTIVE ANALYTICS University of California, Irvine Division of Continuing Education	6/2017 3/2017
USER EXPERIENCE General Assembly	10/2016
B.A. IN ECONOMICS University of California, Los Angeles	6/2014

SKILLS

- USER-CENTERED DESIGN**
- Interface Design (App/Web)
 - Interaction Design
 - Wireframes & Prototypes
 - Information Architecture
 - Heuristic Evaluation
 - Usability Testing
 - User Research
 - Persona & Scenarios
 - Storyboards
 - Competitive Analysis

- SOFTWARE**
- Sketch
 - Adobe Creative Suite
 - HTML5 / CSS3
 - InVision
 - Principle
 - Flinto
 - Microsoft Office

- LANGUAGE**
- English (Fluent)
 - Mandarin (Native)

PROJECT

FOLLOW ME10/2016

iOS App | Solo Project

Designed an app to solve travelers’ problems. Identified user’s pain points, created personas, developed lo- and hi-fi prototypes, and conducted usability testing.

- SOCIAL**
- linkedin.com/in/JudyTseng
- twitter.com/JudyTseng
- medium.com/@JudyTseng