

JUDY TSENG

UI/UX Designer

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🌐 judytseng.com

📍 Los Angeles, California

EXPERIENCE

UI & UX DESIGN INTERN

6-9/2017

Dcode Solutions | Irvine, CA

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:

- Road To, a student project-share platform
- Surati Farsan, a self-order POS system
- Spice Fuzion, an online spice catalogue

PR & MARKETING SPECIALIST

9-12/2016

Shing Yoga | Taipei, Taiwan

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.

ACCOUNT EXECUTIVE

4/2015-7/2016

Ogilvy Public Relations | Taipei, Taiwan

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.

MARKETING ASSISTANT

7/2014-4/2015

Shing Yoga | Taipei, Taiwan

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.

EDUCATION

HTML, CSS, AND WEB DESIGN

11/2017

General Assembly

INNOVATION MANAGEMENT & ENTREPRENEURSHIP

6/2017

DATA SCIENCE & PREDICTIVE ANALYTICS

3/2017

University of California, Irvine Division of Continuing Education

USER EXPERIENCE

10/2016

General Assembly

B.A. IN ECONOMICS

6/2014

University of California, Los Angeles

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 ME

10/2016

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