LAUREN TSUNG
Senior Product Designer

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SUMMARY

For 8+ years, I have facilitated end-to-end UX processes where I closely partner with product management, engineering, and user research. Sensitive to aesthetic and cognitive principles, I can concretely express my product hypotheses with stakeholders through rapid coding via frontend technologies. With my diverse skills and holistic thinking, I have led design efforts across platforms for a wide array of problem domains: natural language, mobile search, editorial design, publishing, digital advertising, and infrastructural engineering.

EXPERIENCE

Nov 2015 - Present

Sr. Designer/Prototyper, Search

Yahoo, Sunnyvale

Currently leading the design of a nascent artificial assistance platform to streamline bot development on various chat platforms; piloted early bot skill training designs for international-wide company Hackday

Co-lead product design of community discussions-based hypothesis from initial concept to market; tested release in Canada/US iOS Android app stores

Mar 2014 - Nov 2015

Sr. Designer/Prototyper, Media

Yahoo, Sunnyvale

Organized concept and design experimentation for "communities around content" org strategy; led desktop and mobile web prototyping efforts for Yahoo homepage and media vertical experiences

Dec 2012 - Mar 2014

Designer/Prototyper, Platforms AdUX

Yahoo, Sunnyvale

Designed and prototyped various responsive ad units; co-developed web frontend for experimental responsive ad platform concept

June 2009 - Dec 2012

Interaction Designer, Developer Products

Yahoo, Sunnyvale

Owned UX strategy and implementation across various infrastructural engineering teams; created first design culture in an engineering-focused organization
* Converted from intern to full-time employee

Summer 2008

Software Engineering Intern

Apple, Cupertino

Summer 2007

Software Engineering Intern

Hewlett-Packard, Cupertino

PROFESSIONAL SKILLS

Design and Prototyping Tools

Sketch	HTML/CSS (SASS/LESS)
Zeplin	JavaScript, NodeJS
Adobe Photoshop	FramerJS
Adobe Illustrator	Sayspring, Echosim, Alexa SDK
OmniGraffle	Twitter Bootstrap, Yeoman
Keynote	jQuery, d3, React
	Python
	Git/GitHub

Design Methodology

Hypotheses	Scenarios
Competitive Analysis	Flow Diagrams
Contextual Inquiry	Wireframes
Generative Studies	Visual Mocks
Heuristic Evaluations	Visual Style Guides
Usability Testing	Rapid Prototyping
Card Sorting	

PUBLIC SPEAKING

Stanford Digital Media Academy 2016

Invited as a role model and guest instructor for various youth groups (e.g. ages 8-17) taking coding bootcamp classes; advised Made by Girls participants interested in STEM fields

Yahoo User Interface Conference 2013

Gave a talk on prototyping methodology inspired by LEGO building principles to frontend engineers across the tech industry

EDUCATION

B.S. in Computer Science 2009

California Polytechnic State University, San Luis Obispo