

# **TIFFANY CHENG**

# **DIGITAL PRODUCT DESIGN**

UX Strategy and  
Leadership

# HI, THERE!

I'm Tiffany Cheng, an experienced Product Designer & UX Strategist leading innovative, user-centered solutions and cross-functional team collaboration.



## Communication

I translate complex ideas into clear, actionable insights, aligning stakeholders and driving decisions



## Collaboration

I love to work as a team, combining unique perspectives and ideas to produce the best possible product.



## Curiosity

I am always looking for new, out-of-the-box ways to tackle problems to improve effectiveness and efficiency.



Pet Mom



Adventure Seeker



Team Captain



Coffee Nomad

\*Sadly, decaf only

# ...a little more about me



Littelfuse®



Weatherford®



## OVER THE PAST 10 YEARS

I've led projects across a wide range of brands and companies,  
ranging from startups to large corporations...



SERVER  
monkey.com



Latest News

CALIBRE SCIENTIFIC ACQUIRES ACHROM...

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CALIBRE SCIENTIFIC ACQUIRES BRIGHTBOX QUANTITATION...

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WIREFRAME

COMPONENTS

Screen 1  
Department  
Facility

Screen 2  
Component  
Facility

Screen 3  
Department  
Facility

Screen 4  
Component  
Facility

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WIREFRAME

WORKFLOW

TESTING REQUIREMENTS

DEVICE TYPE	OS	BROWSER
Desktop	Windows	Chrome
Desktop	Windows	IE
Desktop	Windows	Firefox
Desktop	MacOS	Chrome
Desktop	MacOS	Safari
Mobile	iOS	Safari
Mobile	Android	Chrome
Tablet	iOS	Safari
Tablet	Android	Chrome

USER BEHAVIOR

DESIGN REQUIREMENTS

1. List item
2. List item
3. List item
4. List item
5. List item

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# ...across a variety of digital products and experiences, including B2B and B2C.

Notifications

Unread notification  
notification\_title  
notification\_content >  
Time elapsed < 3 days

Read notification  
notification\_title  
notification\_content >  
MMM DD

2nd.MD

HIPAA Compliant Authorization for Release of Information

Patient Details

Name: QA 2 Member 2 Date of Birth: 01/01/1980

Release Information To:

Name: 2nd.MD Address:

COMPANY REPORTING

- Business Strategy
- Sales & Marketing
- Opportunities
- Revenue

CAMPAIN FILTER >

37% Reduced Costs

BUSINESS STRATEGY

1.702.946 Meters

92 sec AVE. SESSION DURATION

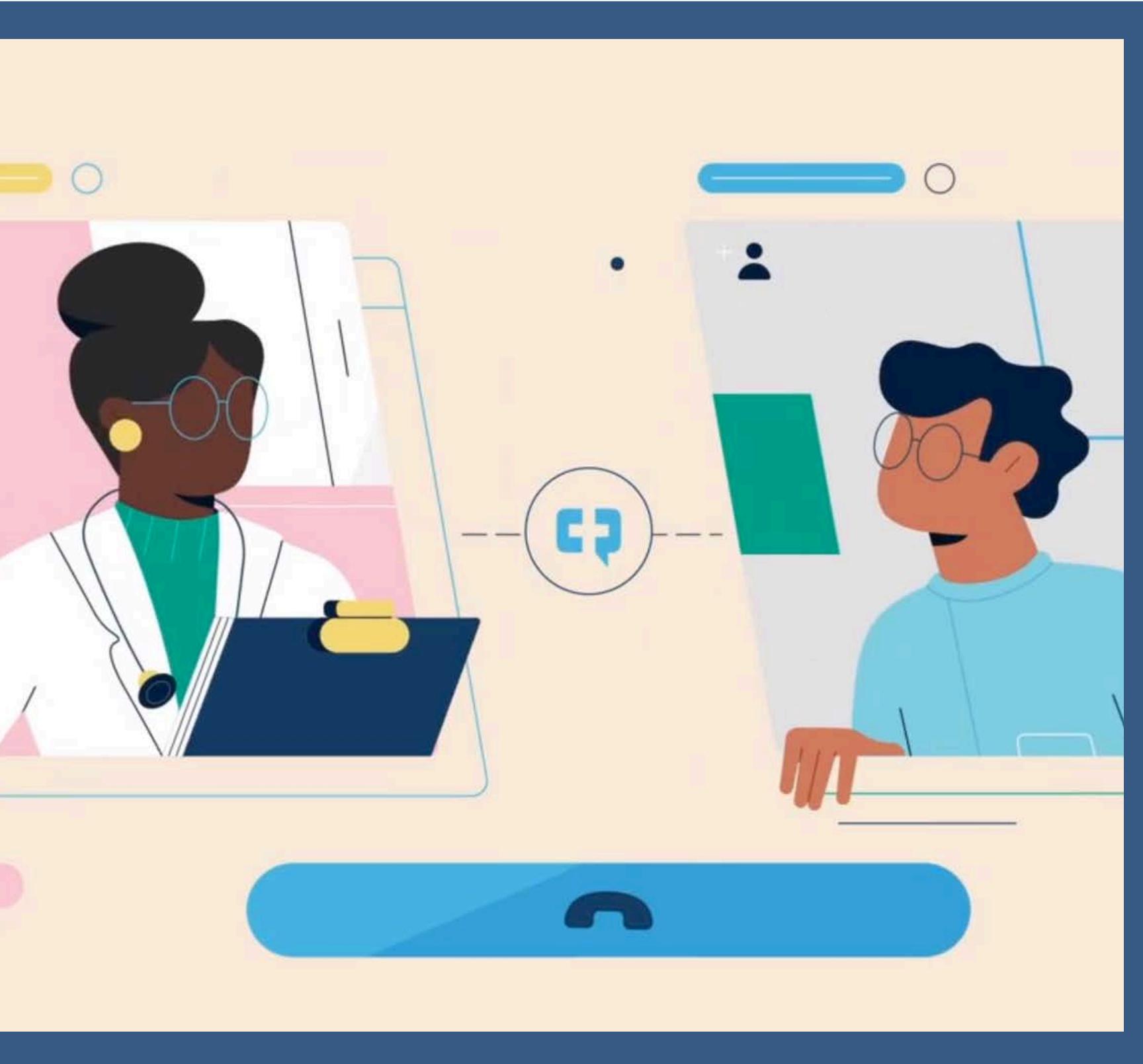
Let's take a closer look at  
2 case studies.



# MONITOR DASHBOARD

Case Study 1: Enhancing User Experience and Performance for an Internal Tool

2022



# 2nd.MD BACKGROUND

2nd.MD is a service that virtually connects consumers with the top medical specialists for second opinions.

**Monitors** are the team of active facilitators that ensure a smooth experience for both the consumers and the doctors throughout the consultation calls.

The **Monitor Dashboard** is their primary tool through which they can monitor the status of calls and provide support and assistance as needed.

# CASE OVERVIEW

## The Goal

Scale performance and improve productivity, update style to match new design system, and eliminate user pain points.

## Skills Highlights

- Project Management
- User Research
- Data-Driven Decision Making
- Agile Methodology
- Wireframing and Prototyping
- Information Architecture

## Tools Used



Atlassian  
(Jira,  
Confluence)



Axure



Google  
Sheets



Adobe XD

# THE RESEARCH



Stakeholder & User Interviews

36

Daily Consults Per Monitor



User Observations

850<sup>↗</sup>

Total Consults Per Month

3-5

Consults at the Same Time

6.1s

Time to Load Ten Consults

# PERSONAS

## Monitors



Monitors are the everyday users who ensure a smooth experience by acting as **direct frontline support for customers**.

## Monitor Supervisors



Monitor Supervisors set goals, **oversee performance**, balance workloads, and analyze reports to improve processes.

## Executive Leaders



Executive leadership looks at the overall performance and **generate reports** to track key metrics and drive business growth.

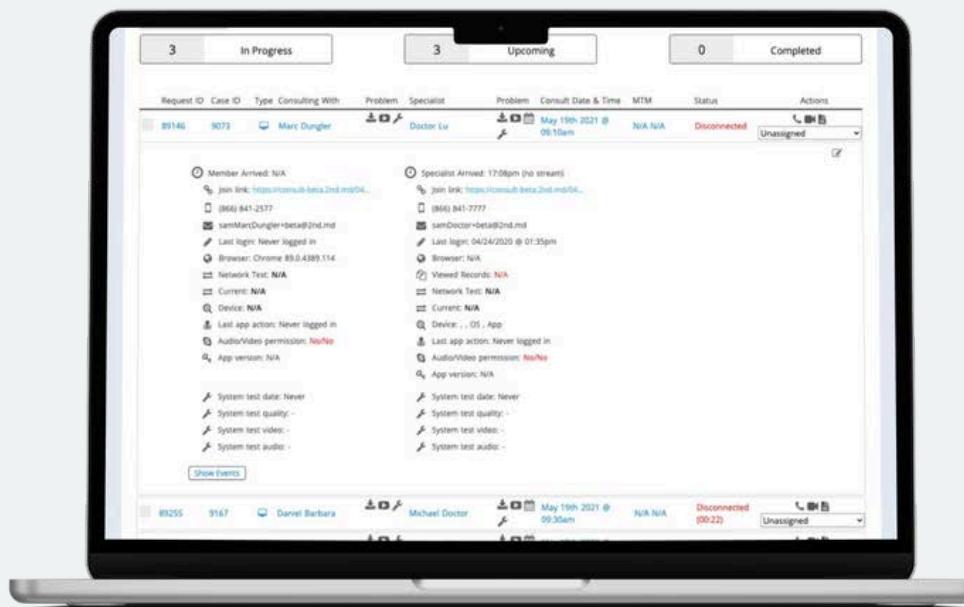
## Tech Team



Tech Team members not only build and maintain the tool, but also **provide administration** and further support or troubleshooting.

# KEY TAKEAWAYS

- More consults viewable instantly
- Most important indicators:
  - Member/Specialist logged in
  - Specialist viewed records
  - Connection speed
- Most important actions:
  - View details
  - Join consult
  - Start, restart, or end calls
  - Assign or reassign consult



Request ID	Case ID	Type	Consulting With	Problem	Specialist	Problem	Consult Date & Time	MTM	Status	Actions
89146	9073	💻	Marc Dungler		Doctor Lu		May 19th 2021 @ 09:10am	N/A N/A	Disconnected	
89255	9167	💻	Daniel Barbara		Michael Doctor		May 19th 2021 @ 09:30am	N/A N/A	Disconnected (00:22)	
89155	9080	💻	Sam Lu		Michael Doctor		May 19th 2021 @ 09:40am	N/A N/A	Disconnected	

**Event Log for Consult 89146:**

- Member Arrived: N/A
- Join link: <https://consult-beta.2nd.md/04...>
- (866) 841-2577
- ✉ samMarcDungler+beta@2nd.md
- Last login: Never logged in
- Browser: Chrome 89.0.4389.114
- Network Test: N/A
- Current: N/A
- Device: N/A
- Last app action: Never logged in
- Audio/Video permission: No/No
- App version: N/A
- System test date: Never
- System test quality: -
- System test video: -
- System test audio: -

**Event Log for Specialist 89146:**

- Specialist Arrived: 17:08pm (no stream)
- Join link: <https://consult-beta.2nd.md/04...>
- (866) 841-7777
- ✉ samDoctor+beta@2nd.md
- Last login: 04/24/2020 @ 01:35pm
- Browser: N/A
- Viewed Records: N/A
- Network Test: N/A
- Current: N/A
- Device: N/A
- Last app action: Never logged in
- Audio/Video permission: No/No
- App version: N/A
- System test date: Never
- System test quality: -
- System test video: -
- System test audio: -

**Event Log for Consult 89255:**

- Member Arrived: N/A
- Join link: <https://consult-beta.2nd.md/04...>
- (866) 841-2577
- ✉ samDoctor+beta@2nd.md
- Last login: Never logged in
- Browser: N/A
- Viewed Records: N/A
- Network Test: N/A
- Current: N/A
- Device: N/A
- Last app action: Never logged in
- Audio/Video permission: No/No
- App version: N/A
- System test date: Never
- System test quality: -
- System test video: -
- System test audio: -

**Event Log for Specialist 89255:**

- Specialist Arrived: N/A
- Join link: <https://consult-beta.2nd.md/04...>
- (866) 841-7777
- ✉ samDoctor+beta@2nd.md
- Last login: 04/24/2020 @ 01:35pm
- Browser: N/A
- Viewed Records: N/A
- Network Test: N/A
- Current: N/A
- Device: N/A
- Last app action: Never logged in
- Audio/Video permission: No/No
- App version: N/A
- System test date: Never
- System test quality: -
- System test video: -
- System test audio: -

# IDEATION & WIREFRAMING

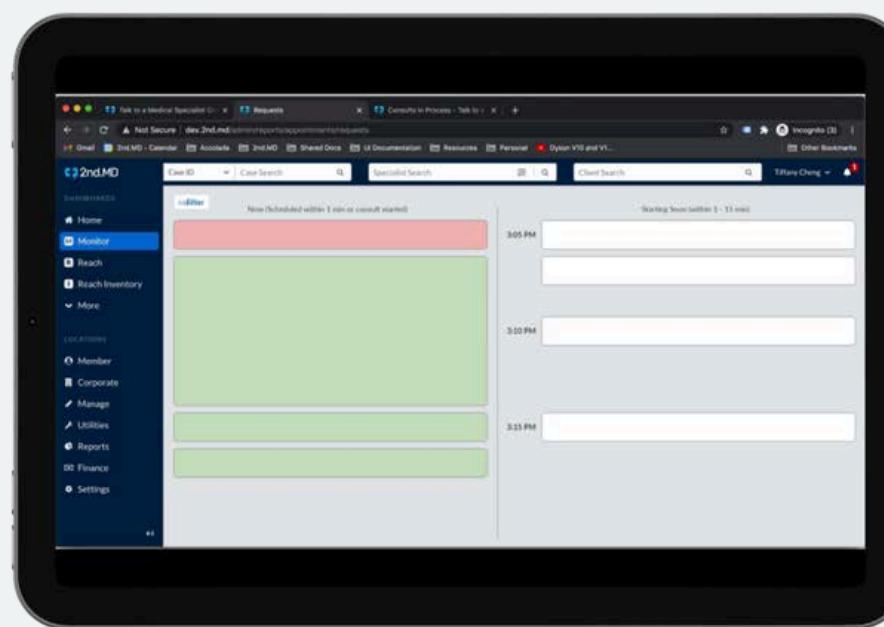
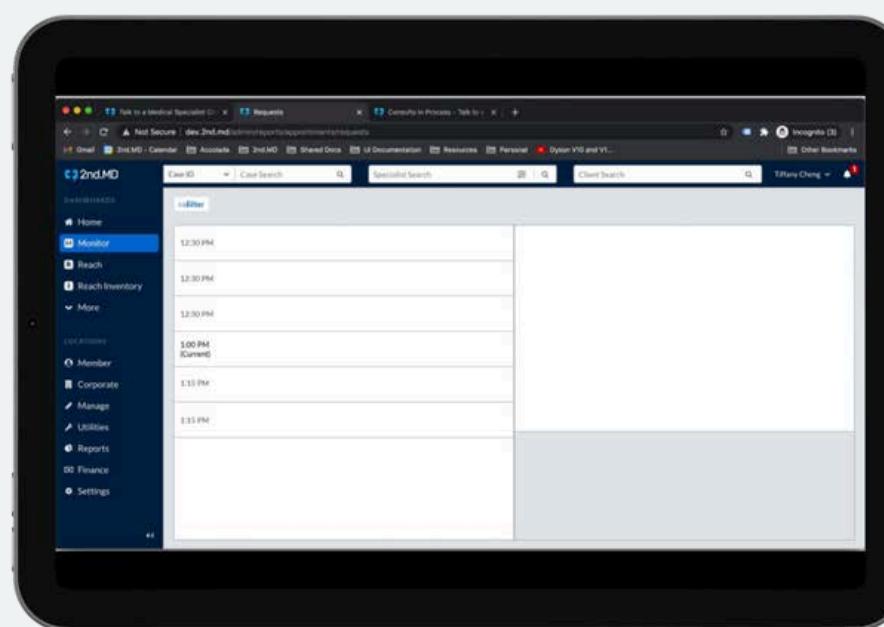
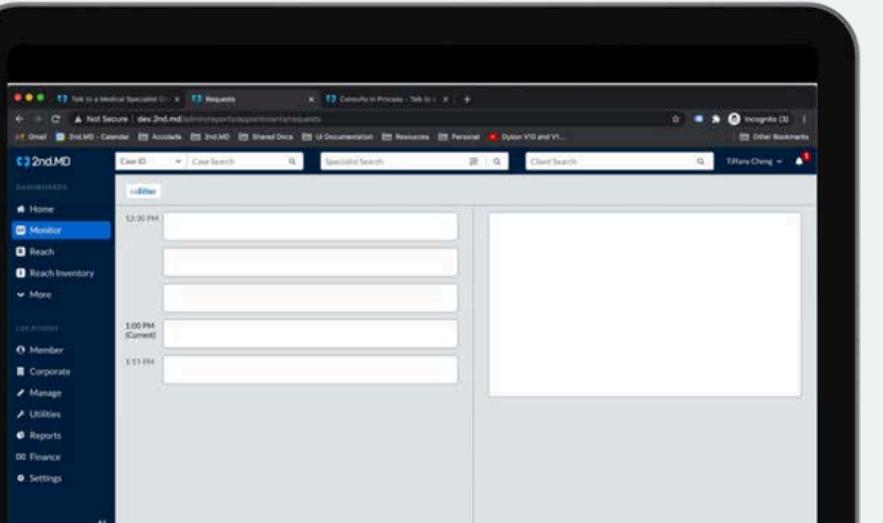
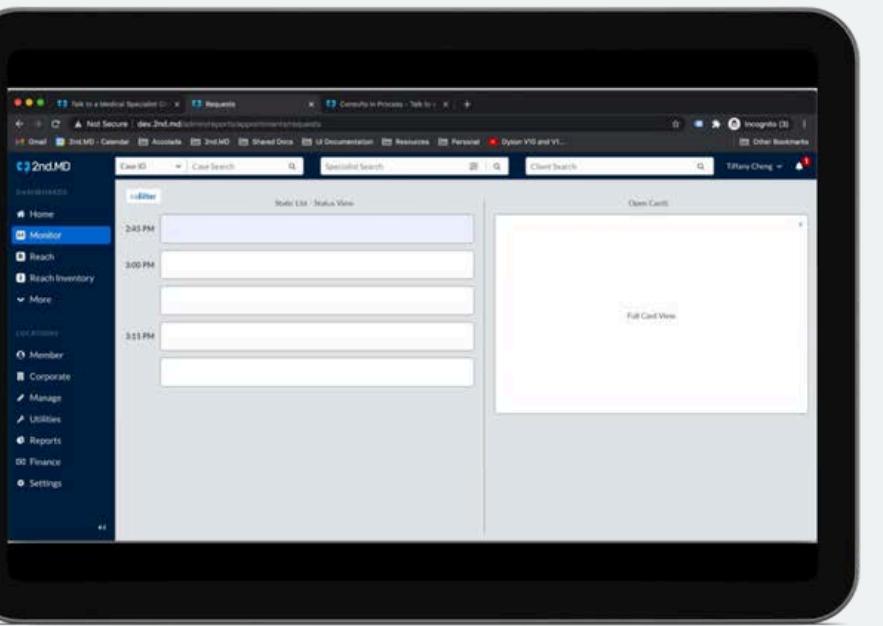
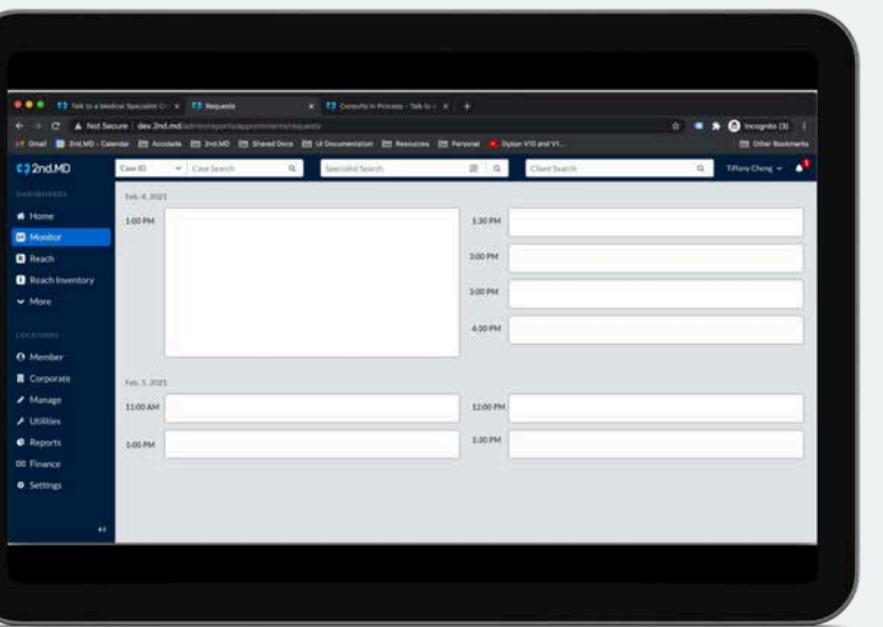
- Full team collaboration
  - CTO, PM, BA, 3 devs, QA
- Brainstorming sessions
  - UX/UI design
  - performance
  - feasibility
- Design system constraints

Dr Stephen Strange	join consult	C 123-456-7890 C
(Connected - 0:33)		
App Login	Network	App Access
Last Login	Datetime	Camera
Last Action	Speed / Bandwidth	Microphone
OS Version	Cellular   Wifi	
App Version	Signal Strength	
	IP Address	
	GPS Location	
Peter Parker	join consult	C 123-456-7890 C
(Connected - 0:33)		
App Login	Network	App Access
Last Login	Datetime	Camera
Last Action	Speed / Bandwidth	Microphone
OS Version	Cellular   Wifi	
App Version	Signal Strength	
	IP Address	
	GPS Location	
3rd Party Name	join consult	C 123-456-7890 C
(Connected - 0:33)		
email	C	

The screenshot displays a mobile application interface. At the top, there's a header bar with icons for video, audio, and messaging. Below the header, there are three user profiles:

- Billy Bedlam (5) / Dr. Phil**: Status: Connected - 7:43. Actions: Video, Audio, Chat, Call, Share, Details. Last login: Feb 4th 2021 @ 2:30PM / R.219521 C:169860. Details include: Join Link, Phone Number, Last Login, Last App Action, App Version, Network Test, Viewed Records, and Connection Status.
- Heather Riley**: Status: Connected. Actions: Video, Audio, Chat, Call, Share, Details. Last login: N/A. Details include: Join Link, Phone Number, Last Login, Last App Action, App Version, Network Test, Viewed Records, and Connection Status.
- Debra Messing**: Status: Connected. Actions: Video, Audio, Chat, Call, Share, Details. Last login: N/A. Details include: Join Link, Phone Number, Last Login, Last App Action, App Version, Network Test, Viewed Records, and Connection Status.

At the bottom of the screen, there's another header bar with icons for video, audio, and messaging, followed by a user profile for **Tony Stark (41) / Dr. Mario** and a search bar.



# PROTOTYPING & TESTING

## Adobe XD Prototype ↗

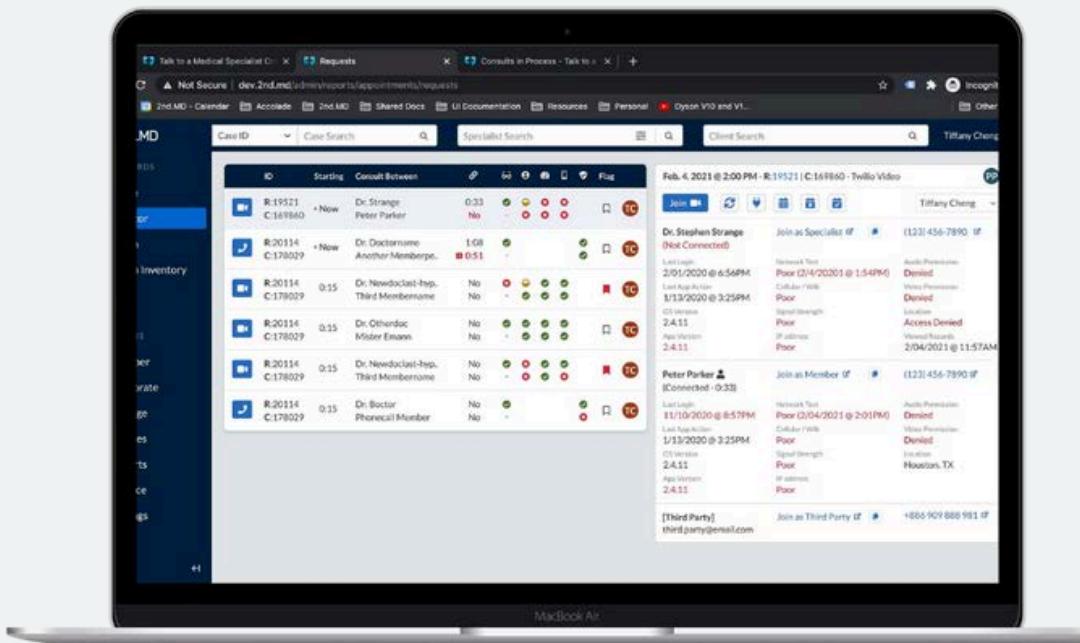
Feedback from prototypes helped iterate design changes quickly, while development worked on the framework and setting up APIs.

(Table below used to coordinate with developers while final design was in progress.)

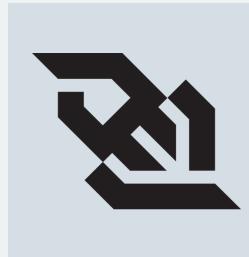
The screenshots illustrate the iterative design process. The first two screens show the initial state of the 'Video Consult' and 'Phone Consult' sections. The third screen shows an 'Alternate Actions' panel with options like 'Message', 'Edit Consult', and 'Complete'. The fourth screen shows a 'Deselected' state where certain consult entries are highlighted in red.

Severity	Viewed Records		Last Login		Network Test		App Permissions		Phone Verification	
	Criteria	Message	Criteria	Message	Criteria	Message	Criteria	Message	Criteria	Message
2	Never viewed	Specialist has not viewed records	empty(lastLogin)    lastLogin < consultScheduledOn	Specialist has not logged in since scheduling: [datetime]	BEFORE CONSULT: if no previous data (N/A)	Network Test has not been performed	BEFORE CONSULT: if no previous data (N/A)	A/V permissions have not been granted		
2					Current test: Poor	Poor	At time of consult: No access to either audio OR video	No audio permission / No video permission / No audio or video permission	Not verified	Specialist phone not verified
1					BEFORE CONSULT: If user has done a previous consult, show the date and test from that time	Network Test was [good/bad] on [datetime]	BEFORE CONSULT: If user has successfully completed a previous consult, show date of last consult	Permissions were previously allowed on [datetime]		
0	Viewed	Specialist viewed records on: [datetime]   Total viewed time: [time]	lastLogin > consultScheduledOn & lastLogin < (consultDate - 15m)	Specialist logged in recently: [datetime]	Current test: Good	Good	Current permissions granted	A/V permissions granted	Verified	Specialist phone is verified

# FINAL DESIGN



Vue.js



WebSockets



Storybook

ID	Starting	Consult Between	Network Test	Cellular / WiFi	Video Permission	Signal Strength	Location
R:19521 C:169860	Now	Dr. Strange Peter Parker	Poor (2/4/2021 @ 1:54PM)	Poor	Denied	Poor	Houston, TX
R:20114 C:178029	0:15	Dr. Doctorname Another Memberper..	Good (2/4/2021 @ 1:54PM)	Good	Granted	Good	
R:20114 C:178029	0:15	Dr. Newdoctast-hyp.. Third Membername	No	No	Granted	Good	
R:20114 C:178029	0:15	Dr. Otherdoc Mister Emann	No	No	Granted	Good	
R:20114 C:178029	0:15	Dr. Newdoctast-hyp.. Third Membername	No	No	Granted	Good	
R:20114 C:178029	0:15	Dr. Boctor Phonecall Member	No	No	Granted	Good	

# THE RESULTS

36

62

Daily Consults Per Monitor

850

1000+

Total Consults Per Month

3-5

7-9

Consults at the Same Time

6.1s

1.3s

Time to Load Ten Consults

# THE RESULTS

**79%**

Increase in Page  
Load Speed

**72%**

Increase in Work  
Capacity

**100%**

Increase in Daily  
Productivity

# TESTIMONIAL

"Working with Tiffany to improve the technical monitor UI and functionality was an absolute breeze! With her creativity and exceptional skills, she was invaluable to the project. Add in her calm demeanor and communication skills.. and you couldn't ask for a stronger teammate!"



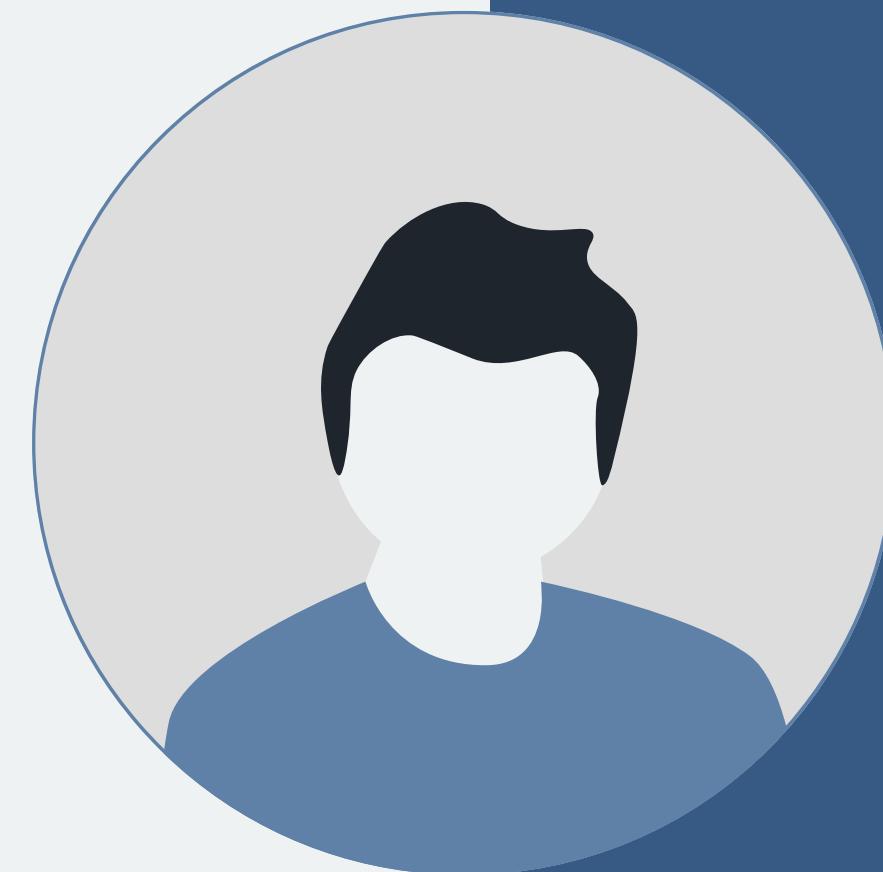
**Heather Riley**  
Monitor Manager



# TESTIMONIAL

"..having Tiffany on the team was awesome. She can design and code. She knew the product. **Worked well with us.**

Tiffany can look at a page and know how to fix all the little issues without anyone having to write a long description.  
**We miss her."**



**Sam Lu**  
Senior Software  
Engineer

# RECAP & REFLECTION

## Successfully Met Goals

- ✓ Eliminated user pain points
- ✓ Updated style to fit current design system
- ✓ Improved overall productivity

## Reflection

- Diving deeper into research
- Aligning stakeholders and users more quickly
- Spending more time developing proper new components

## My Roles

- Product Strategy & Alignment
  - Managed stakeholders and streamlined communications for agile execution
- User-Centered Design
  - Led research, prototyping, and usability testing
  - Refined designs through continuous user feedback and data-driven insights
- Implementation & Development Collaboration
  - Partnered with engineers to deliver scalable, production-ready designs
  - Ensured design system consistency and accessibility compliance



# TRADE SHOW LEAD GENERATION

Case Study 2: Managing the Product Lifecycle of a Custom Marketing Enablement Tool  
2018

# CASE OVERVIEW

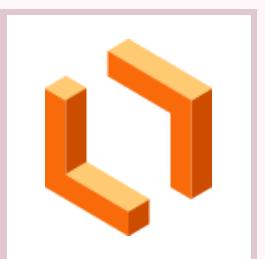
## Roles

- Led Product Discovery
  - Drove Development, Testing, and Iteration

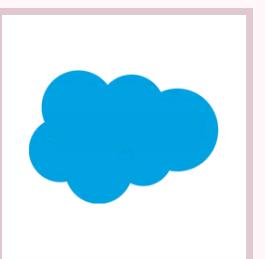
## Skills Highlights

- Cross-functional Collaboration
  - Product Strategy
  - User Research
  - Journey Mapping
  - Usability Testing
  - User-Centered Design

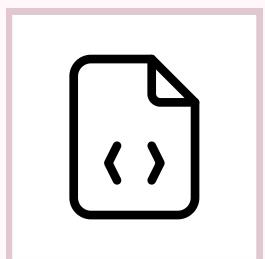
# Tools Used



Lucidchart



# Salesforce, Pardot



# HTML/CSS, JS

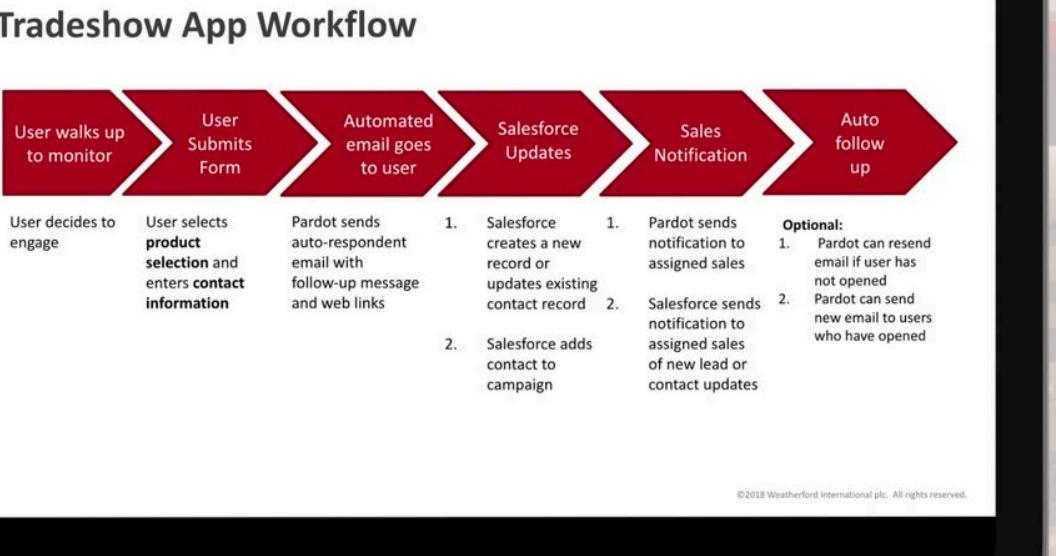
PLEASE SELECT THE INFORMATION YOU WOULD LIKE EMAILED TO YOU

<b>TUBULAR RUNNING SERVICES</b>	<b>MANAGED PRESSURE DRILLING</b>	<b>PRODUCTION</b>	<b>COMPLETIONS</b>
<input type="checkbox"/> GENERAL CAPABILITIES	<input type="checkbox"/> MICROFLUX CONTROL SYSTEM	<input type="checkbox"/> JET-LIFT SYSTEM	<input type="checkbox"/> RFID-ENABLED TOOLS
<input type="checkbox"/> AUTOTONG™ SYSTEM	<input type="checkbox"/> DOWNHOLE DEPLOYMENT VALVE	<input type="checkbox"/> WELLPILOT® DELIQUIFICATION	<input type="checkbox"/> ULTRALIFT™ GAS-LIFT SYSTEM
<input type="checkbox"/> RIG INTEGRATION	<input type="checkbox"/> EARLY KICK/LOSS DETECTION	<input type="checkbox"/> ROTAFLEX® LONG-STROKE PUMPING	<input type="checkbox"/> PRODUCTION WELL SERVICES
	<input type="checkbox"/> SAFESHIELD RCD	<input type="checkbox"/> SAND-TOLERANT PUMP	<input type="checkbox"/> AUTOFRAC® STIMULATION SYSTEM
<b>RESERVOIR SOLUTIONS</b>		<b>DRILLING SERVICES</b>	
<input type="checkbox"/> FORESITE™ PRODUCTION OPTIMIZATION	<input type="checkbox"/> HEATWAVE™ EXTREME LWD	<input type="checkbox"/> RAPTOR™ 2.0 CASED-HOLE EVALUATION SYSTEM	<input type="checkbox"/> QUICKCUT PRO CASING-EXIT
<input type="checkbox"/> LABORATORY SERVICES	<input type="checkbox"/> RIPTIDE® DRILLING REAMER	<input type="checkbox"/> FORMATION TESTING/SAMPLING	<input type="checkbox"/> ENDURA® DUAL-STRING SECTION MILL
<b>PRESSURE PUMPING</b>		<b>WIRELINE</b>	
<input type="checkbox"/> TBLOCKSURE®	<input type="checkbox"/> SURFACE LOGGING CAPABILITIES		<input type="checkbox"/> WELL ABANDONMENT
			<input type="checkbox"/> CONDUCTOR REMOVAL SERVICES
* <b>FULL NAME</b>		* <b>EMAIL</b>	
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* <b>JOB TITLE</b>		* <b>COMPANY</b>	
<input type="text"/>		<input type="text"/>	
SPECIFIC REQUESTS <input type="text"/>			
Fields marked with * are required			
<b>SUBMIT INFORMATION</b>			

MacBook Air

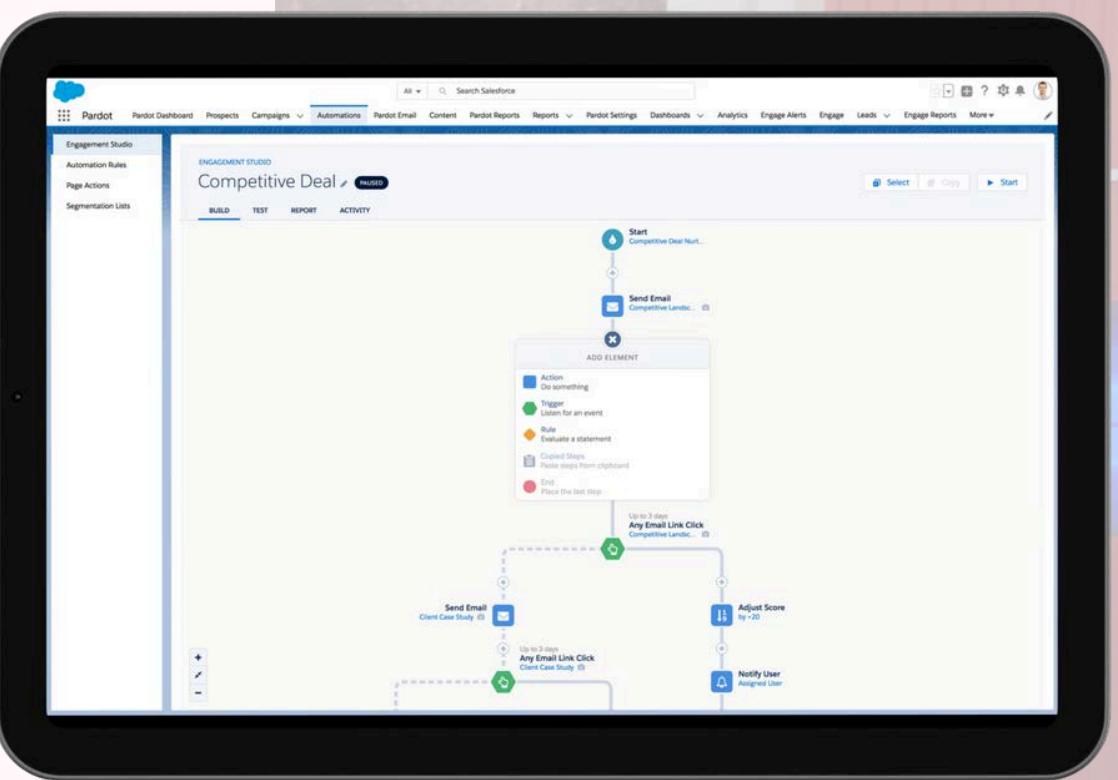
## Product Discovery

- Met with stakeholders to **gather requirements** and understand needs
- Assessed available resources, identifying **Salesforce** and Pardot as key platforms to streamline data capture and lead management



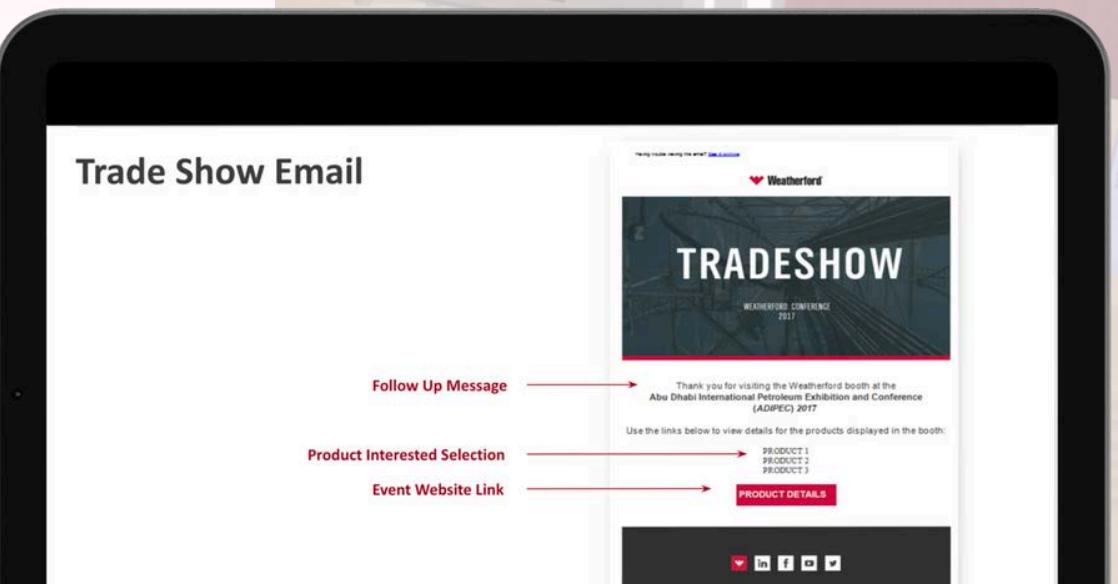
## Product Development

- Executed development and rigorous testing to ensure reliability in live event environments
- Overcame technical and budget limitations to deliver high-quality solutions



## Cross-functional Collaboration

- Worked with designers to adhere to brand guidelines while delivering an intuitive user experience
- Maintained continuous **stakeholder alignment**, addressing feedback and refining the tool to meet all use cases and ensure adoption



# THANK YOU

for taking the time to view my work.

Have questions? Want to collaborate? Let's connect!  
Feel free to reach out.

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**Tiffany Cheng**

Product & Design Leader | UX Strategist



[tiffscheng@gmail.com](mailto:tiffscheng@gmail.com)



<https://www.linkedin.com/in/tiffscheng/>



<https://tiffanycheng.carrd.co>