

# **TIFFANY CHENG**

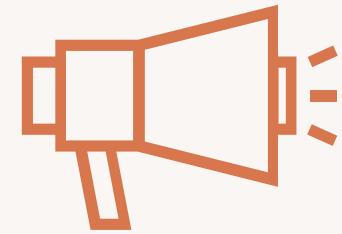
# **PRODUCT DESIGN**

# **WORK SAMPLES**

UX Design and  
Frontend Development

# HI, THERE!

I'm Tiffany Cheng, an experienced UX Designer with a background in Frontend Development and a proven track record as a cross-functional team leader.



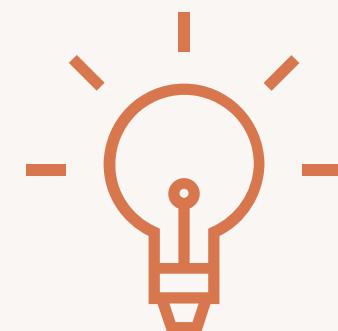
## Communicator

I keep the lines of communications open to ensure product development is always aligned with business goals.



## Collaborator

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



## Curious

I am always looking for feedback and ways to improve. I believe there are no failures but opportunities to learn.



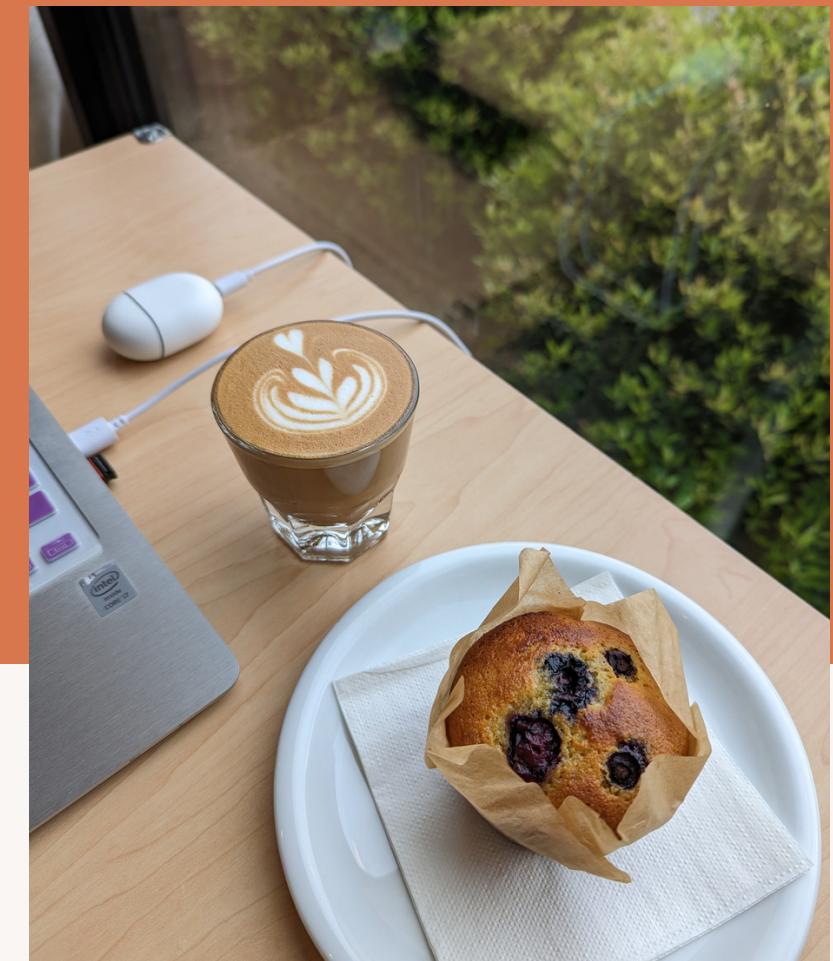
Animal Lover



Adventure Seeker

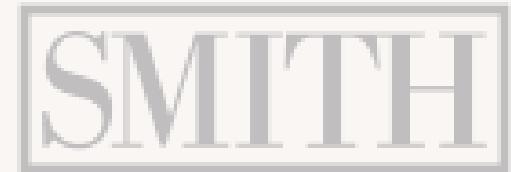


Team Captain



Coffee Nomad

# A little more about me



## OVER THE PAST 8 YEARS

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



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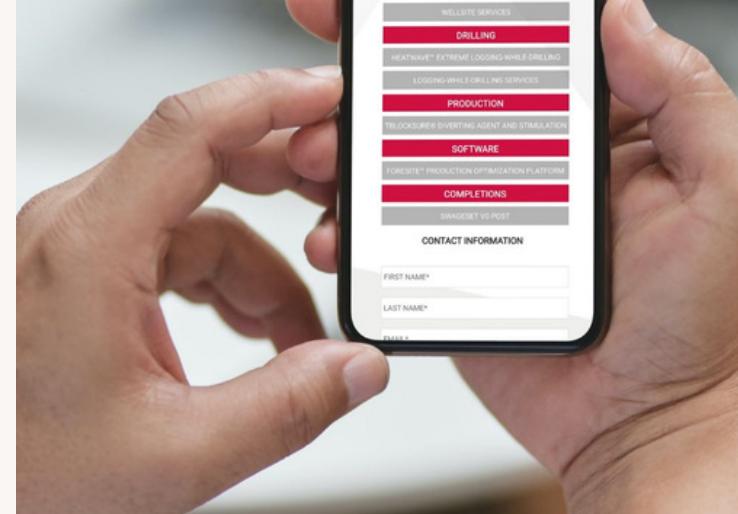
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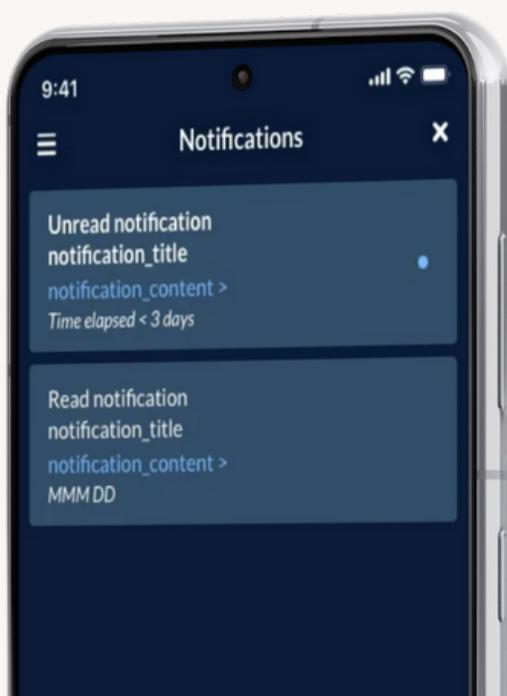
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# A VARIETY OF DIGITAL PRODUCTS AND EXPERIENCES



https://beta.2nd.md/dashboard/holiform/standard/MTc0My85Mj4L2NzawVudCB%3D

2nd.MD  
Simplifying In Medical Dentistry

Please verify the information in the release below. Then, to sign, please type your name into the signature field and click Submit. Your electronic signature on this release is affirmative proof of your intent to sign this authorization.

VERIFY INFORMATION

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

Home //

COMPANY REPORTING

- Business Strategy
- Sales & Marketing
- Opportunities
- Revenue

CAMPAIGN FILTER >

37%

Reduced Costs  
last update: xx/xx/xx

BUSINESS STRATEGY

SALES &

1.702.946 VISITS    92 sec AVG. SESSION DURATION

Page 05 of 23

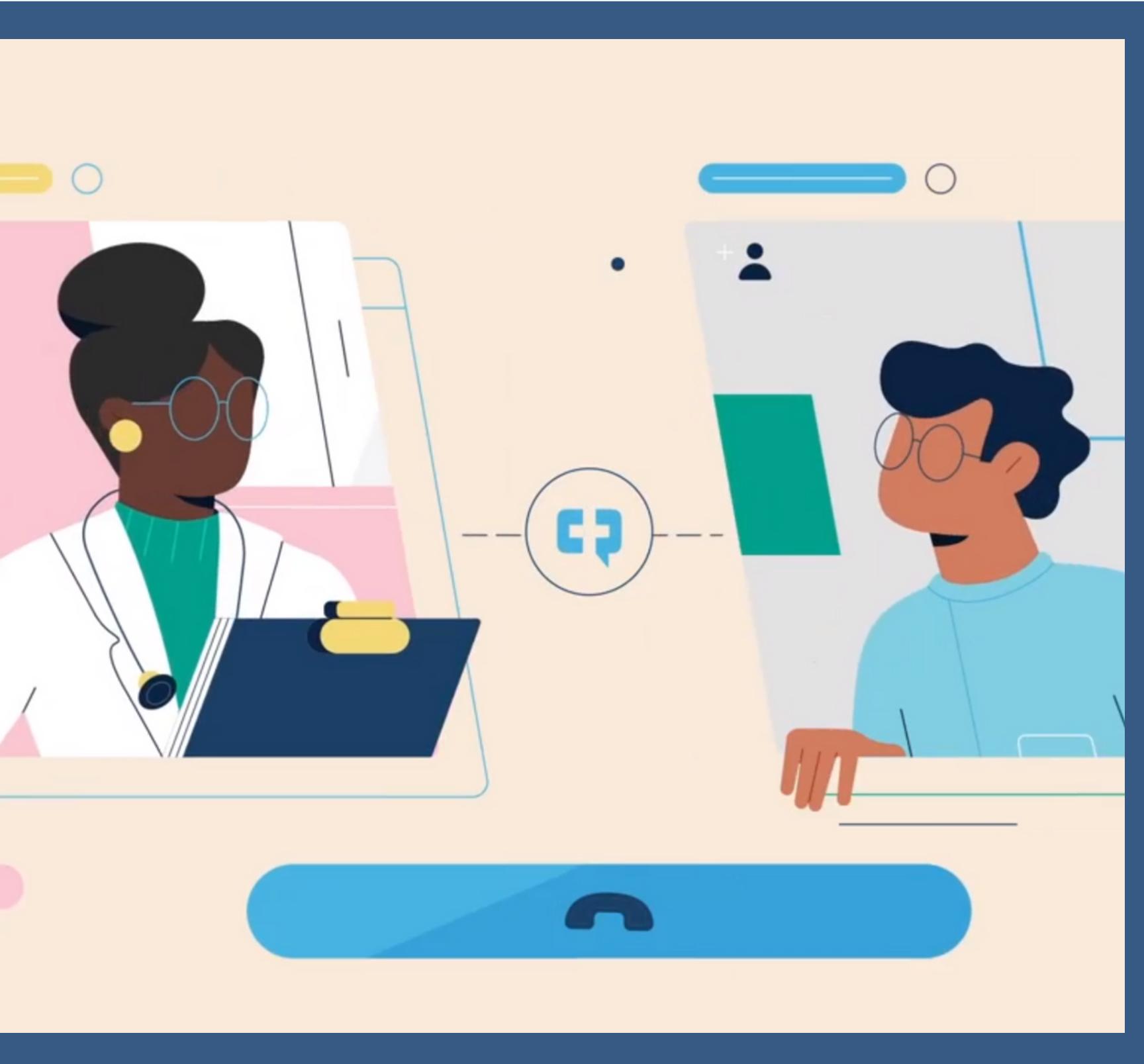
Today, I'm going to cover  
1 case study.



# MONITOR DASHBOARD

Transforming an Internal Tool: Enhancing User Experience and Performance

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.

# THE CHALLENGE

The Monitor Dashboard needed a comprehensive redesign to:

- scale performance
- match new design system
- address complaints

## The Goal

Eliminate user pain points, update style to fit current design system, and improve overall productivity.

## 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.

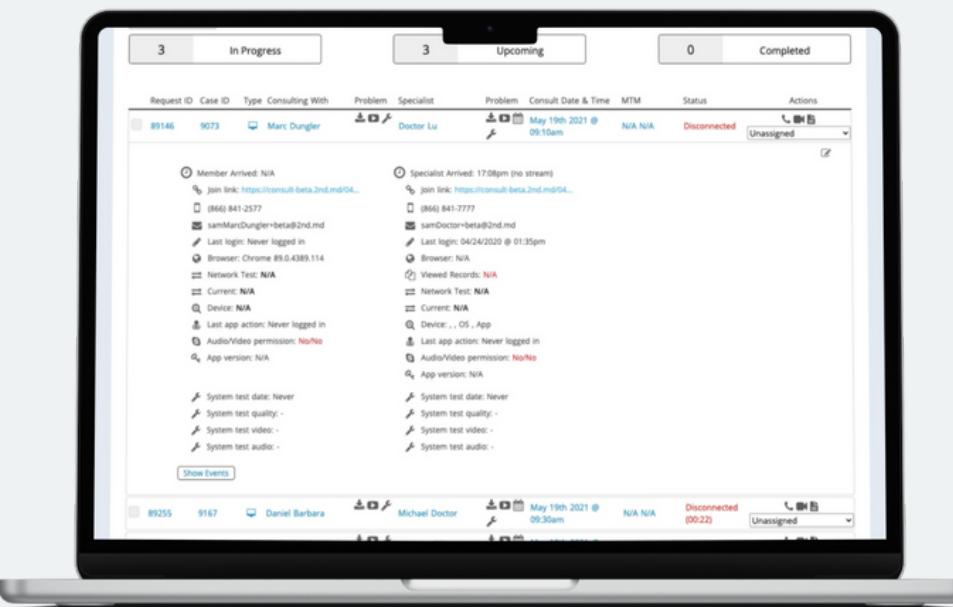
## Tech Team



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



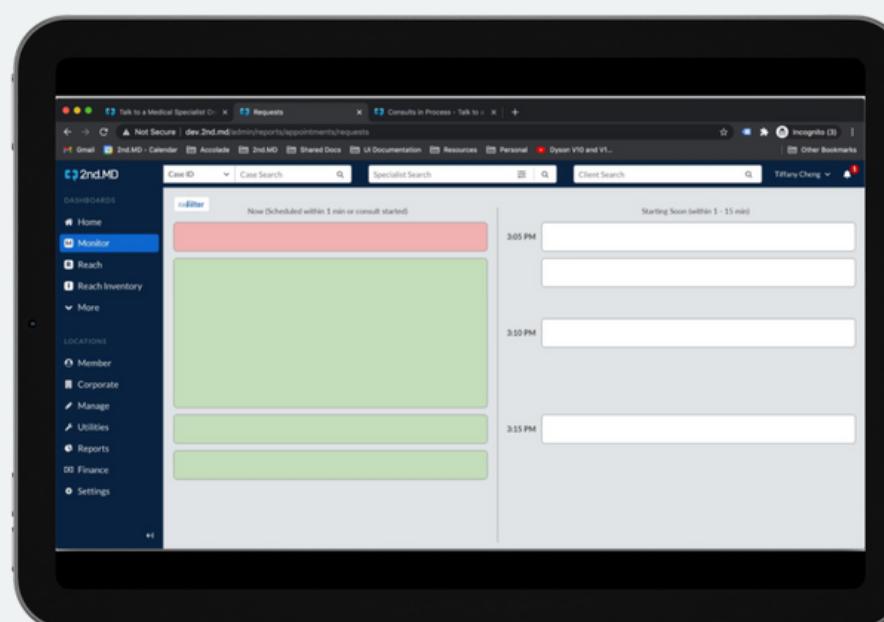
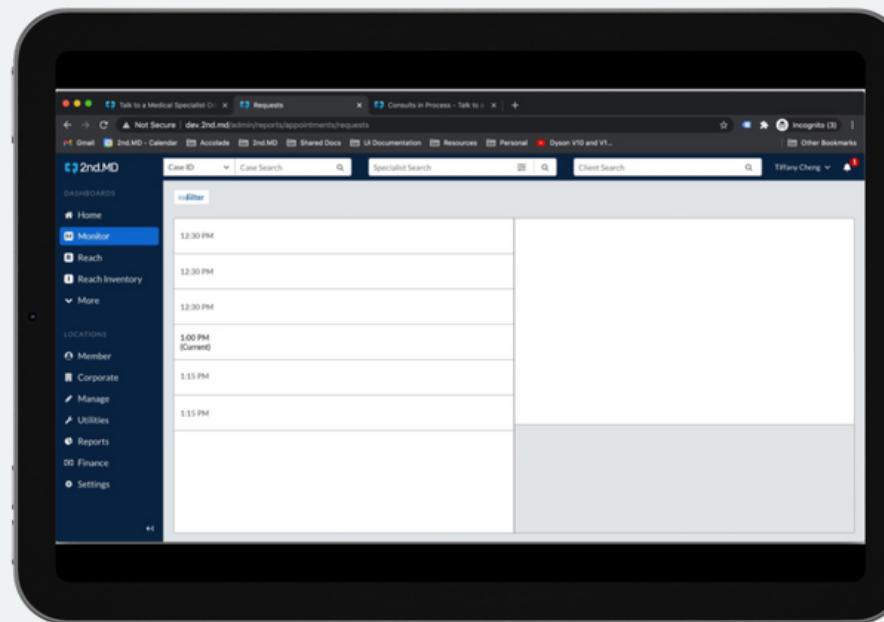
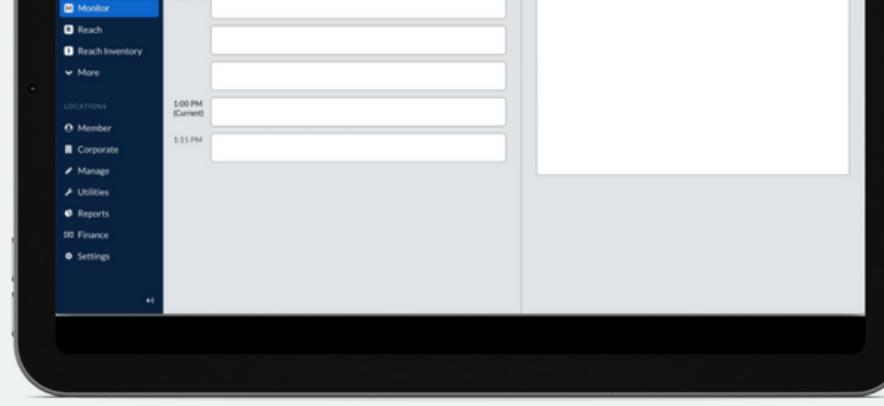
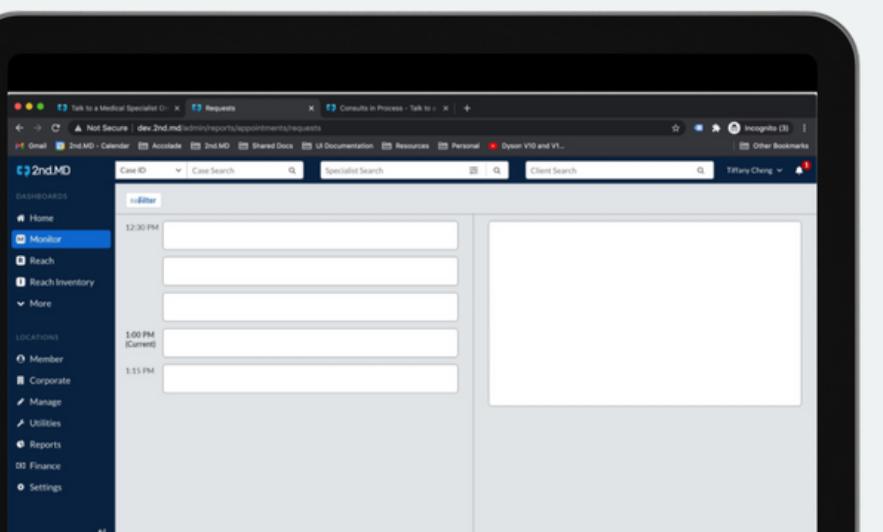
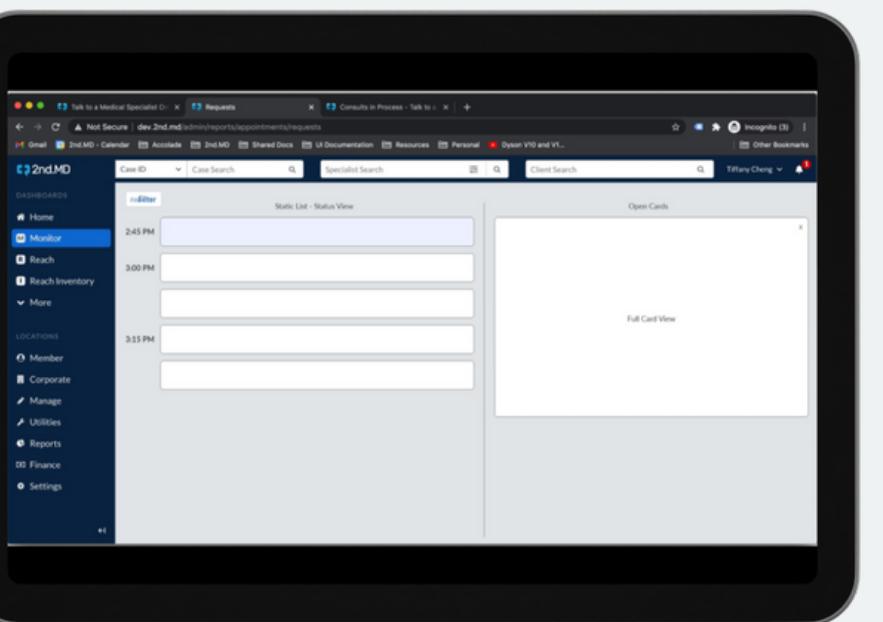
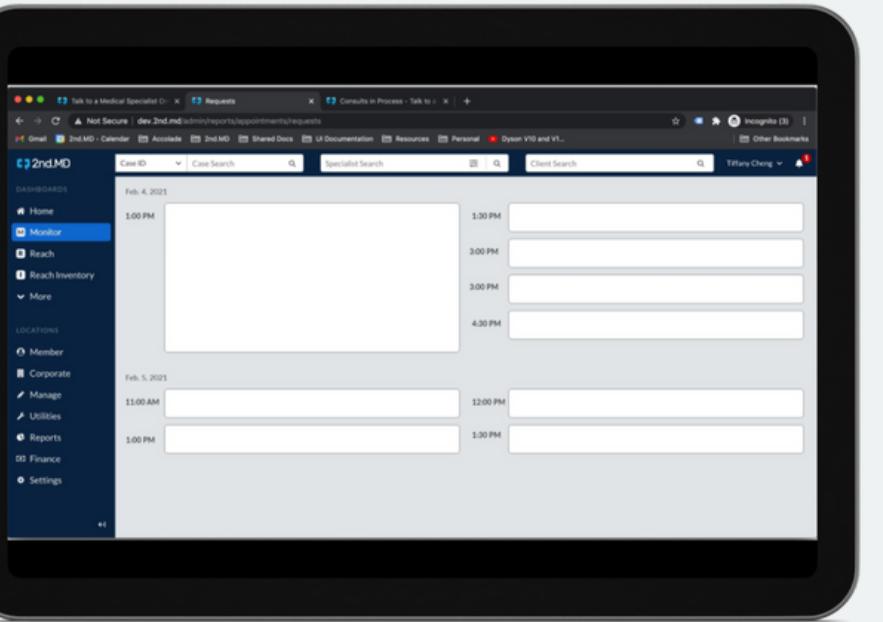
Request ID	Case ID	Type	Consulting With	Problem	Specialist	Problem	Consult Date & Time	MTM	Status	Actions
89146	9073	💻	Marc Dungler		Doctor Lu		May 19th 2021 @ 09:10am	N/A N/A	Disconnected	Unassigned
89255	9167	💻	Daniel Barbara		Michael Doctor		May 19th 2021 @ 09:30am	N/A N/A	Disconnected (00:22)	Unassigned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

# IDEATION & WIREFRAMING

- Full team collaboration
- 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 wireframe displays a complex monitoring interface. At the top, there's a header with user names and a date (Feb 4th 2021). Below the header are sections for 'Actions' (video, audio, network) and user profiles (Martha Bedlam, Dr. Phil, Heather Riley, Debra Messing). Each profile includes a list of recent activities and device specifications (e.g., last login, app version, network test results).



# PROTOTYPING & TESTING

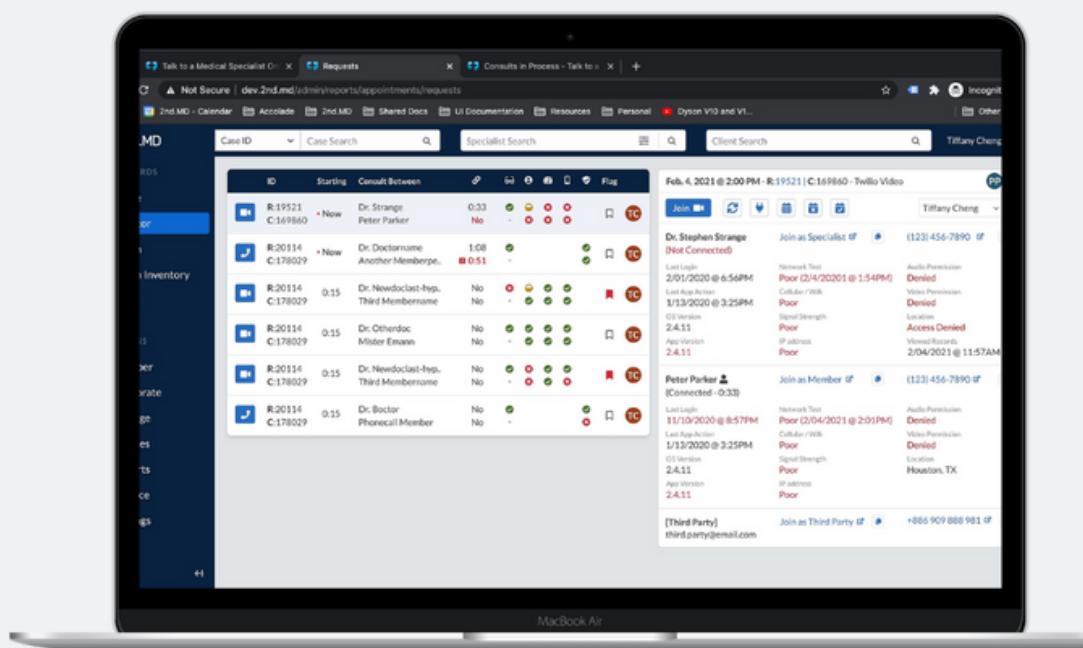
## Adobe XD Prototype ↗

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

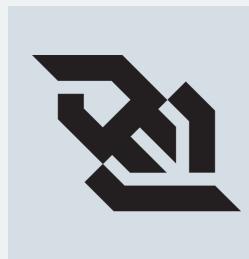
(Chart below used to coordinate with developers.)

Severity	Viewed Records		Last Login		Network Test		App Permissions		Phone Verification	
	Criteria	Message	Criteria	Message	Criteria	Message	Criteria	Message	Criteria	Message
2					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	Never viewed	Specialist has not viewed records	empty(lastLogin)    lastLogin < consultScheduledOn	Specialist has not logged in since scheduling: [datetime]	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		Specialist viewed records on: [datetime]   Total viewed time: [time]		Specialist logged in recently: [datetime]			Current permissions granted	A/V permissions granted	Verified	Specialist phone is verified
				lastLogin > (consultDate - 15m)	Specialist logged in today at [time]	Current test: Good	Good			

# FINAL DESIGN



Vue.js



WebSockets



Storybook

ID	Starting	Consult Between	Network	Cellular/Wifi	Signal Strength	IP address	Location	Viewed Records
R:19521 C:169860	Now	Dr. Strange Peter Parker	0:33 No	-	✖️	✖️	✖️	Feb. 4, 2021 @ 2:00 PM - R:19521   C:169860 - Twilio Video
R:20114 C:178029	0:15	Dr. Doctorname Another Membername..	1:08 0:51	✖️	✖️	✖️	✖️	Dr. Stephen Strange (Not Connected)
R:20114 C:178029	0:15	Dr. Newdockast-hyp.. Third Membername	No	✖️	✖️	✖️	✖️	Last Login 2/01/2020 @ 6:56PM
R:20114 C:178029	0:15	Dr. Otherdoc Mister Emann	No	✖️	✖️	✖️	✖️	Last App Action 1/13/2020 @ 3:25PM
R:20114 C:178029	0:15	Dr. Newdockast-hyp.. Third Membername	No	✖️	✖️	✖️	✖️	OS Version 2.4.11
R:20114 C:178029	0:15	Dr. Otherdoc Mister Emann	No	✖️	✖️	✖️	✖️	App Version 2.4.11
R:20114 C:178029	0:15	Dr. Boctor Phonecall Member	No	✖️	✖️	✖️	✖️	Poor (2/04/2021 @ 2:01PM)
[Third Party] third.party@email.com								Network Test Poor (2/4/2021 @ 1:54PM)

# 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!"



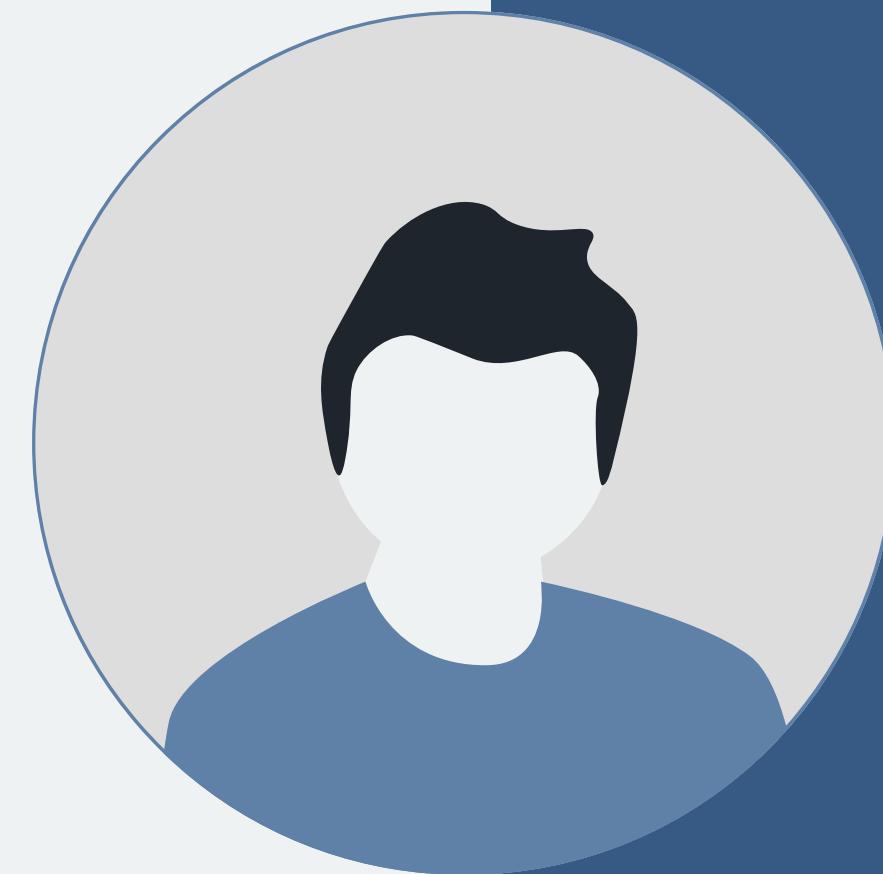
**Heather Riley**  
Monitor Manager



# 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:

- ✓ Eliminate user pain points
- ✓ Update style to fit current design system
- ✓ Improve overall productivity

## Reflection:

- Aligning stakeholders and users sooner
- Digging deeper into research
- Spending more time developing proper new components

## My contributions:

- Keeping the team aligned
  - Streamlining communication across functional teams
  - Maintaining accurate documentation
- UX Design Process
  - Research and analysis
  - Leading ideation
  - Wireframing and prototyping
  - Testing and feedback
- Executing design alongside fellow software developers
- Stakeholder management

And an overview of  
other projects I've led.



# DIGITAL TRANSFORMATION

- Kentico CMS implementation and training
- Digitizing resources to increase engagement and tracking
- Creating guidelines and documentation
- Internal hub for all branding and marketing materials
- Managing considerations, such as accessibility and GDPR laws

**TESTING AND PRODUCTION SERVICES** | **REAL RESULTS**

### Red Eye® Multiphase Flowmeter System

Reduces Well Test Cost by \$10 Million Per Year, Increases Test Frequency by 300%

#### Objectives

- Decrease the overall costs and HSE risks of well testing in an heavy-oil field. The wells operate on progressing cavity pump (PCP) and electrical submersible pump (ESP) artificial lift systems.
- Increase well testing frequency and accuracy.

#### Our Approach

- Following a thorough pre-job analysis, a Weatherford testing and production services team recommended replacing the conventional well testing operation with six Red Eye multiphase flowmeter systems (REMMS). The small-footprint system enables real-time measurements that increase the testing efficiency and frequency.
- The team deployed the six REMMS systems in strategic locations throughout the field.
- The REMMS system replaced the conventional well-testing operations, reduced field personnel by a 10:1 ratio, reduced the amount of diluent by 70%, and increased testing rates from 50 to 150 per month.

#### Value to Client

- The Weatherford REMMS system reduced the costs of well testing in the field. It significantly reduced the number of field personnel and diluent, which saved the operator US \$10 million compared to conventional well testing.
- The system reduced the average single-well test time by 72 hours. This enabled the operator to increase the testing rate from 50 to 150 per month.
- The system delivered well-test data at the following accuracy rates: liquid ±5%, gas ±5%, and water cut ±2%.
- The system reduced HSE risks by significantly reducing the number of field personnel.

**REAL RESULTS**

**REAL RESULTS // TESTING AND PRODUCTION SERVICES // RED EYE MULTIPHASE FLOWMETER SYSTEM**

The compact Red Eye multiphase flowmeter system reduced the average single-well test time by 72 hours.

**LOCATION**  
Llanos, Colombia

**WELL TYPE**  
Artificial lift heavy oil

**OIL TYPE**  
8° API crude

**DOWNHOLE TEMPERATURE**  
120°F (49°C)

**PRODUCTS/SERVICES**

- Testing and production services
- Red Eye multiphase flowmeter

**VALUE HIGHLIGHTS**

- \$0 MILLION AMOUNT SAVED
- 0 HOURS TIME SAVED
- 0% EFFICIENCY INCREASE

The screenshot shows a webpage for the Red Eye Multiphase Flowmeter System. At the top, there's a navigation bar with links for "REAL RESULTS", "TESTING AND PRODUCTION SERVICES", and "RED EYE MULTIPHASE FLOWMETER SYSTEM". Below the navigation is a section titled "REAL RESULTS" with a sub-section "TESTING AND PRODUCTION SERVICES". A sub-sub-section "RED EYE MULTIPHASE FLOWMETER SYSTEM" is highlighted. The main content area features a large red banner with the text "The compact Red Eye multiphase flowmeter system reduced the average single-well test time by 72 hours." Below the banner are several callout boxes with statistics: "\$0 MILLION AMOUNT SAVED", "0 HOURS TIME SAVED", and "0% EFFICIENCY INCREASE". To the left of the banner, there's a photo of a person in a red uniform working on a piece of equipment. On the right, there's a sidebar with sections for "LOCATION" (Llanos, Colombia), "WELL TYPE" (Artificial lift heavy oil), "OIL TYPE" (8° API crude), and "DOWNHOLE TEMPERATURE" (120°F / 49°C). At the bottom, there's a "PRODUCTS/SERVICES" section listing "Testing and production services" and "Red Eye multiphase flowmeter".

**PROJECT NAME WIREFRAME**

#### COMPONENTS

Screen 1: A wireframe showing a grid of four dark rectangular components. Below it is the label "Component Functionality".

Screen 2: A wireframe showing a grid of five dark rectangular components. Below it is the label "Component Functionality".

Screen 3: A wireframe showing a grid of four dark rectangular components. Below it is the label "Component Functionality".

Screen 4: A wireframe showing a grid of five dark rectangular components. Below it is the label "Component Functionality".

#### WORKFLOW

#### USER BEHAVIOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam id gravida dolor. Phasellus nibh ante, malesuada non hendrerit in, bibendum sit amet mauris. Aliquam varius, felis at aliquet blandit, ex metus viverra elit, non mattis toror velit a nisl. Quisque sed aliquam sapien. Nulla aliquam consectetur ullamcorper. Duis at purus pulvinar, efficitur metus a, sollicitudin risus. Vestibulum mattis justo ut vehicula lobortis. Mauris efficitur blandit leo eget ultricies. Nunc molestie sapien ac ex dignissim, non tempor leo dapibus. Suspendisse ut nisl risus. Proin pharetra augue at maximus scelerisque.

#### DESIGN REQUIREMENTS

- List item

#### 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

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# THANK YOU

for the opportunity to discuss my work and to learn  
more about the UX Designer role at Littelfuse.

I sincerely appreciate your time,

Tiffany Cheng

Please feel free to reach out if you  
have any questions or comments.

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<https://tiffany-cheng.myportfolio.com>