

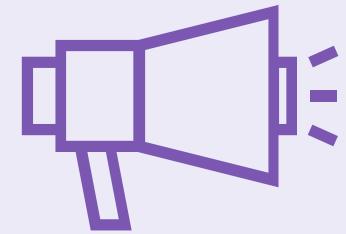
TIFFANY CHENG

DIGITAL PRODUCT DESIGN SAMPLES

UX Design, Development,
and Leadership

HI, THERE!

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



Communication

I communicate often and openly for efficient teamwork and aligning development with strategically planned roadmaps.



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 feedback and ways to improve. I believe there are no failures but opportunities to learn.



Pet Mom



Adventure Seeker



Team Captain



Coffee Nomad

*Sadly, decaf only

...a little more about me



OVER THE PAST 8 YEARS

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



Latest News

CALIBRE SCIENTIFIC ACQUIRES ACHROM...
CALIBRE SCIENTIFIC ACQUIRES ACHROM CHROMATOGRAPHY CONSUMABLES DISTRIBUTOR

[Read More >](#)

CALIBRE SCIENTIFIC ACQUIRES AGAR SCIENTIFIC...
CALIBRE SCIENTIFIC ACQUIRES AGAR SCIENTIFIC, A UK-BASED MANUFACTURER AND DISTRIBUTOR OF MICROSCOPY CONSUMABLES AND EQUIPMENT

[Read More >](#)

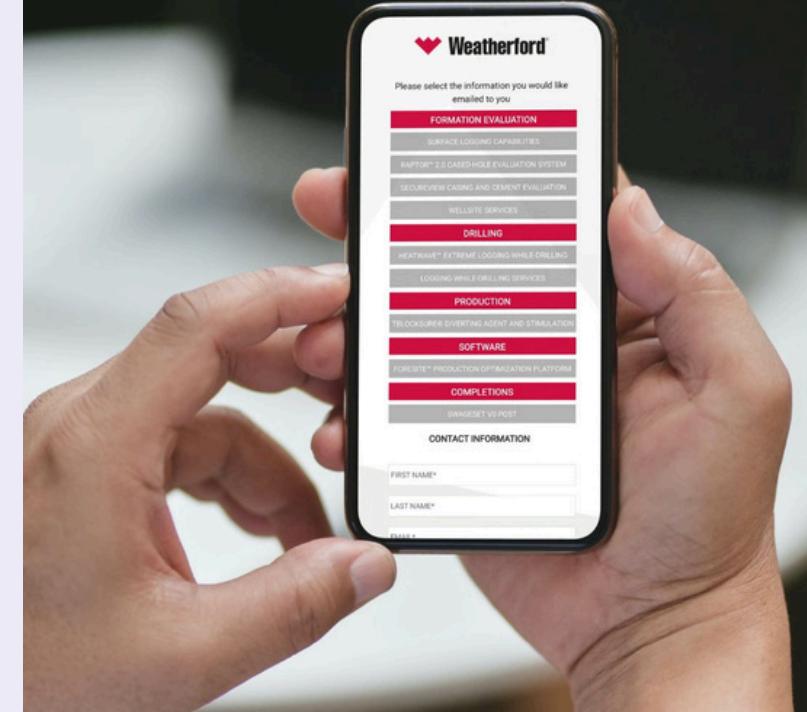
CALIBRE SCIENTIFIC ACQUIRES SERVIQUIMIA...
CALIBRE SCIENTIFIC ACQUIRES SERVIQUIMIA, A COMPREHENSIVE PROVIDER OF PRODUCTS AND SERVICES FOR THE LABORATORY IN THE IBERIAN MARKET

[Read More >](#)

CALIBRE SCIENTIFIC ACQUIRES BRIGHTBOX QUANTITATION...
CALIBRE SCIENTIFIC ACQUIRES BRIGHTBOX QUANTITATION, A US REAGENT MANUFACTURER SPECIALIZING IN NGS LIBRARY QUANTITATION

[Read More >](#)

[See All News & Events >](#)



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

9:41

Notifications

- Unread notification
notification_title
notification_content >
Time elapsed < 3 days
- Read notification
notification_title
notification_content >
MMM DD

https://beta.2nd.md/dashboard/riform/standard/MTc0My8SMj4L2NsaWVudCB8%3D

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:

VERIFY INFORMATION

Home //

COMPANY REPORTING

- Business Strategy
- Sales & Marketing
- Opportunities
- Revenue

CAMPAIN FILTER >

37% Reduced Costs

last update: xx/xx/xx

BUSINESS STRATEGY

1.702.946 VISITS

92 sec AVG. SESSION DURATION

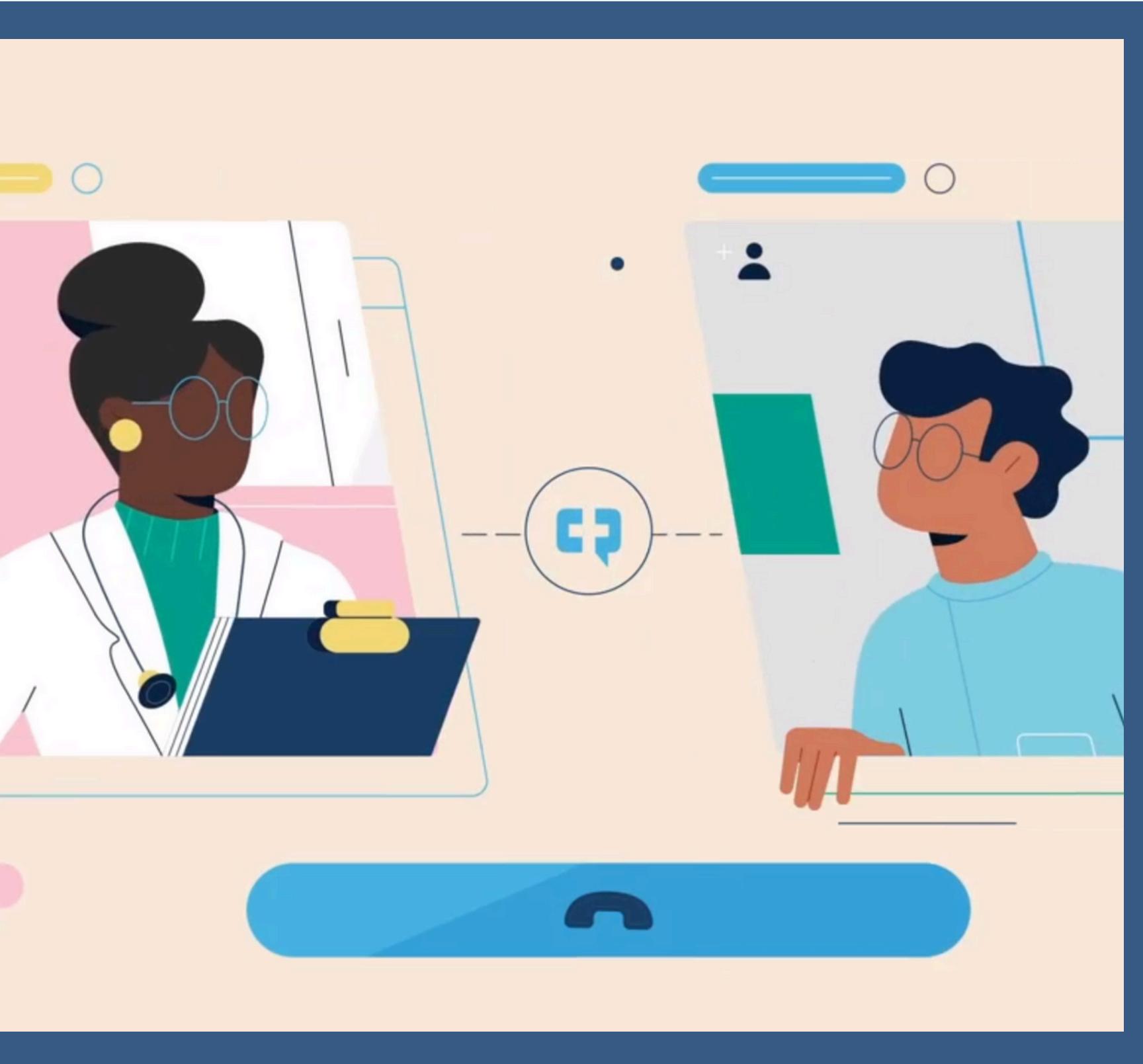
Let's take a closer look at
1 case study.



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.

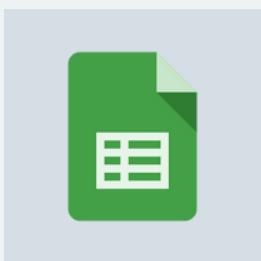
Tools Used



Atlassian
(Jira,
Confluence)



Axure



Google
Sheets



Adobe XD

THE RESEARCH



Stakeholder & User Interviews

36

Daily Consults Per Monitor



User Observations

850

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.

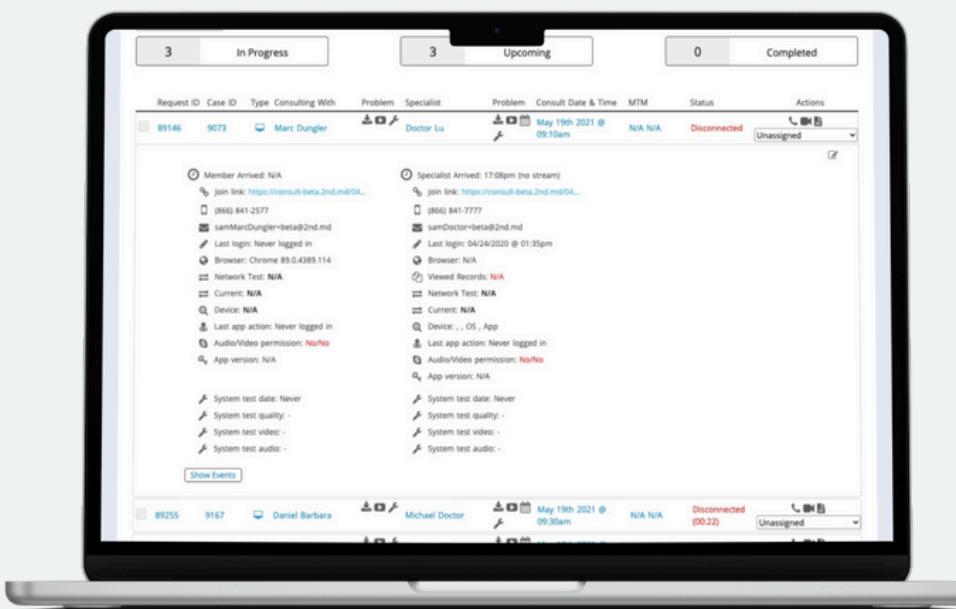
Tech Team



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
89167	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

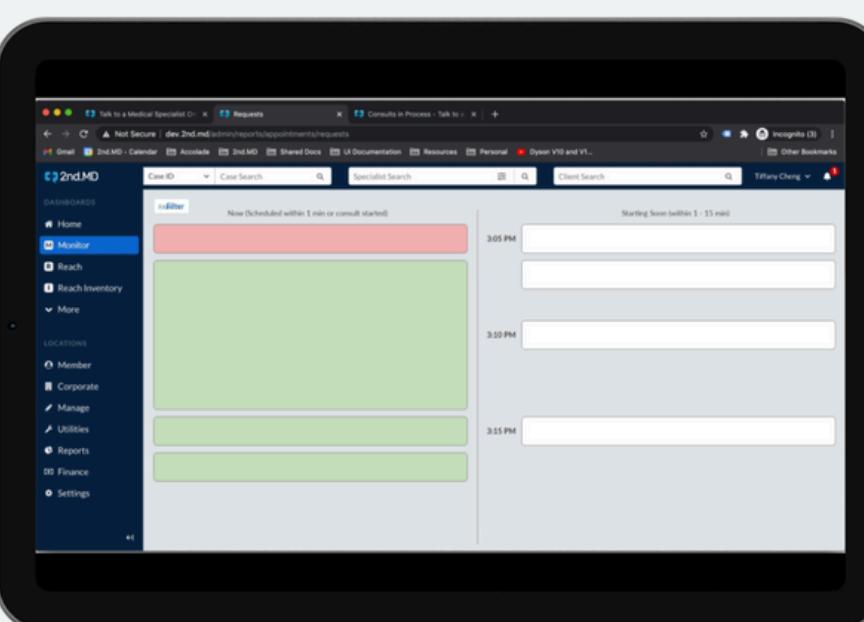
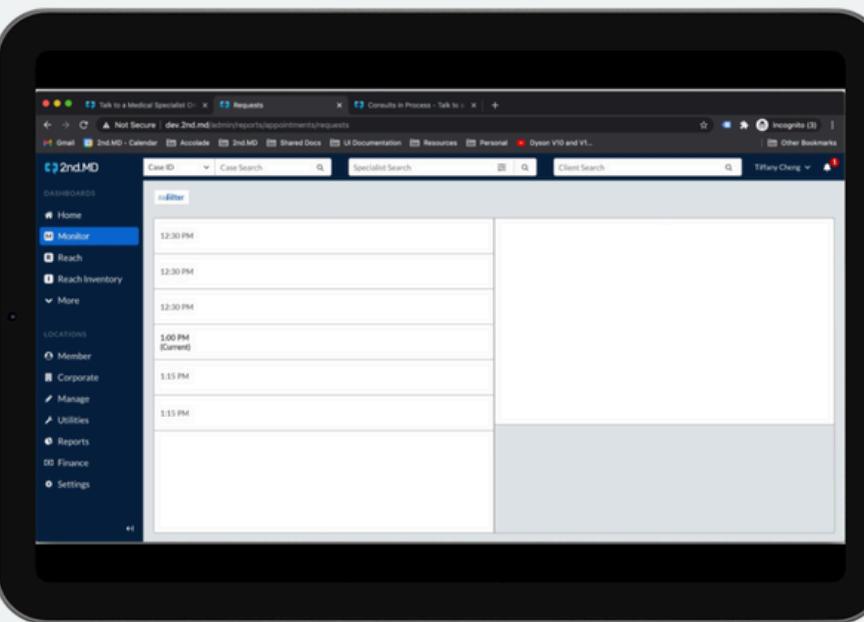
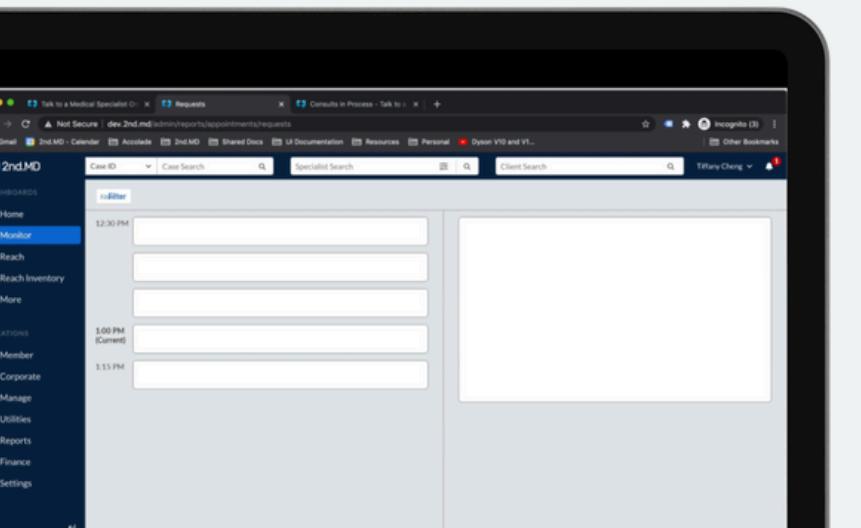
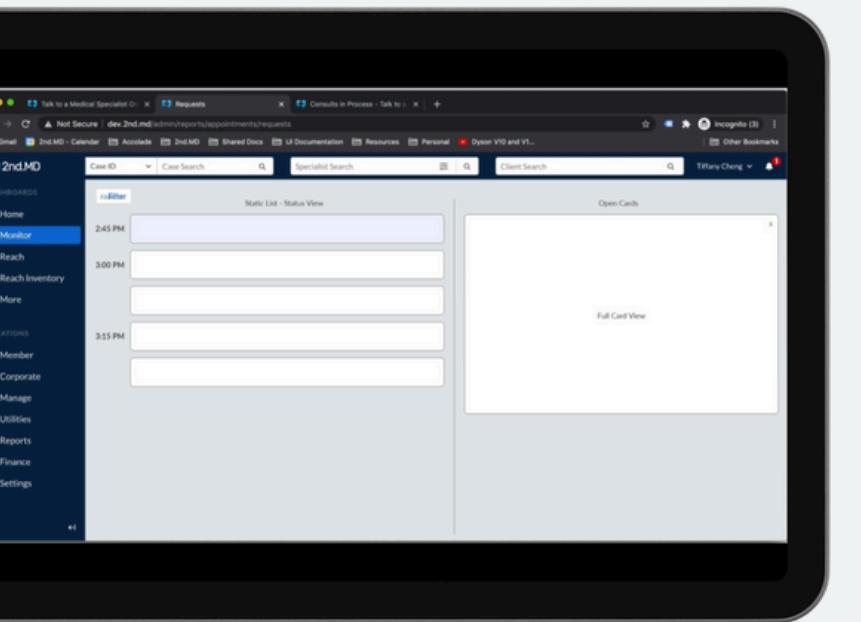
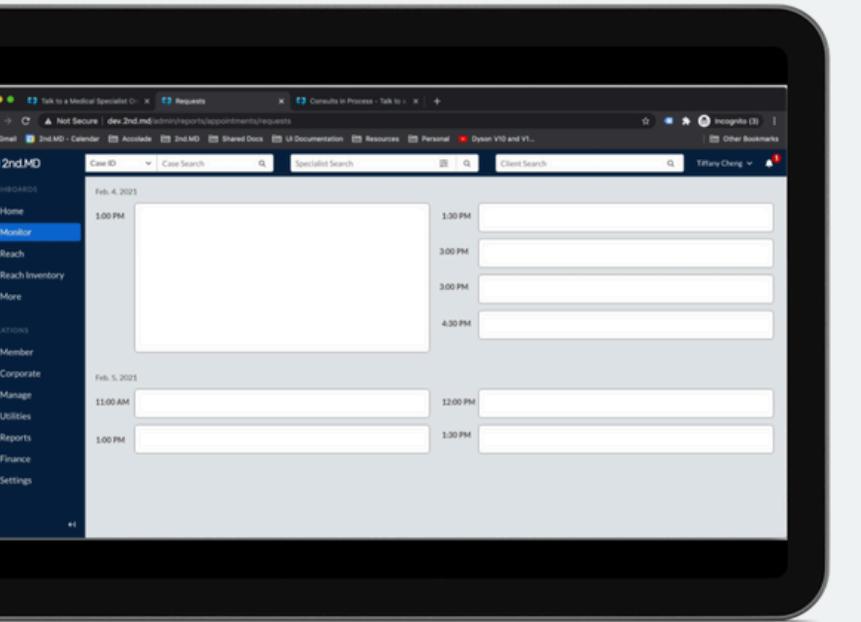
IDEATION & WIREFRAMING

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

- Billy Bedlam (5) / Dr. Phil** - (Connected - 7:43)
 - Actions dropdown menu: ML AS SB
 - Details: Feb 4th 2021 @ 2:30PM / R.219521 C:169860
 - Profile picture: Dr. Phil
 - Information: Martha Bedlam (Billy Bedlam), Debra Messing
 - Links: Join Link: https://consult.2nd.md/2e4...
 - Phone Number: (123) 345-7890
 - Last Login: 11/10/2020 @ 8:57PM
 - Last App Action: 01/13/2020 @ 03:29...
 - App Version: 4.4.11
 - Network Test: Good (321312.342569)
 - Current: N/A
 - Audio/Video Permission: Yes/Yes
 - Connection Status: Connected
- Heather Riley** - (Connected - 0:33)
 - Profile picture: Heather Riley
 - Information: ML AS SB
 - Links: Join Link: https://consult.2nd.md/2e4...
 - Phone Number: (123) 345-7890
 - Last Login: 02/12/2021 @ 7:00PM
 - Last App Action: 01/10/2021 @ 04:25...
 - App Version: 4.4.11
 - Network Test: N/A
 - Current: N/A
 - Audio/Video Permission: Yes/Yes
 - Connection Status: N/A
- Debra Messing** - (Connected - 0:33)
 - Profile picture: Debra Messing
 - Information: ML AS SB
 - Links: Join Link: https://consult.2nd.md/2e4...
 - Phone Number: (123) 345-7890
 - Last Login: 02/12/2021 @ 7:00PM
 - Last App Action: 01/10/2021 @ 04:25...
 - App Version: 4.4.11
 - Network Test: N/A
 - Current: N/A
 - Audio/Video Permission: Yes/Yes
 - Connection Status: N/A



PROTOTYPING & TESTING

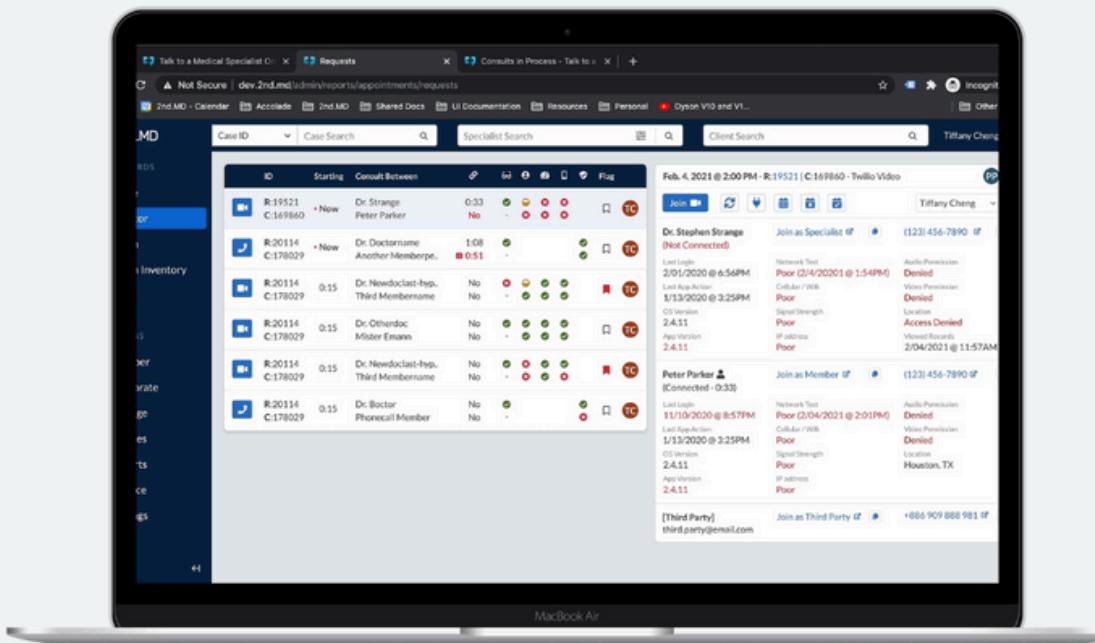
Adobe XD Prototype ↗

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

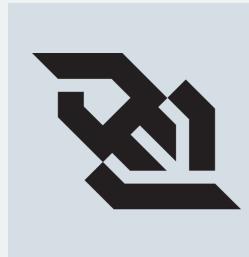
(Table below used to coordinate with developers.)

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 test: Good	Good	Current permissions granted	A/V permissions granted	Verified	Specialist phone is verified

FINAL DESIGN



Vue.js



WebSockets



Storybook

2nd.MD

DASHBOARDS

- [Home](#)
- [Monitor](#)
- [Reach](#)
- [Reach Inventory](#)
- [More](#)

LOCATIONS

- [Member](#)
- [Corporate](#)
- [Manage](#)
- [Utilities](#)
- [Reports](#)
- [Finance](#)
- [Settings](#)

Case ID: R:19521 | Case Search: Specialist Search: Client Search: Tiffany Cheng

ID	Starting	Consult Between	Video	Audio	Cellular	IP Address	Signal Strength	Location	Flag
R:19521 C:169860	Now	Dr. Strange Peter Parker	0:33 No	-	X	X	X	Houston, TX	TC
R:20114 C:178029	Now	Dr. Doctorname Another Memberpe..	1:08 0:51	-	✓	✓	✓		TC
R:20114 C:178029	0:15	Dr. Newdoclast-hyp.. Third Membername	No	-	✓	✓	✓		TC
R:20114 C:178029	0:15	Dr. Otherdoc Mister Emann	No	-	✓	✓	✓		TC
R:20114 C:178029	0:15	Dr. Newdoclast-hyp.. Third Membername	No	-	✓	✓	✓		TC
R:20114 C:178029	0:15	Dr. Boctor Phonecall Member	No	-	✓	✓	X		TC

Feb. 4, 2021 @ 2:00 PM - R:19521 | C:169860 - Twilio Video

Join

Tiffany Cheng

Dr. Stephen Strange (Not Connected)

Last Login: 2/01/2020 @ 6:56PM

Last App Action: 1/13/2020 @ 3:25PM

OS Version: 2.4.11

App Version: 2.4.11

Network Test: Poor (2/4/2021 @ 1:54PM)

Cellular / WiFi: Poor

Signal Strength: Poor

IP address: 123.456.789.0

Location: Houston, TX

Peter Parker (Connected - 0:33)

Last Login: 11/10/2020 @ 8:57PM

Last App Action: 1/13/2020 @ 3:25PM

OS Version: 2.4.11

App Version: 2.4.11

Network Test: Poor (2/04/2021 @ 2:01PM)

Cellular / WiFi: Poor

Signal Strength: Poor

IP address: Poor

Viewed Records: 2/04/2021 @ 11:57AM

[Third Party] third.party@email.com

Join as Third Party +886 909 888 981

Page 15 of 23

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!"



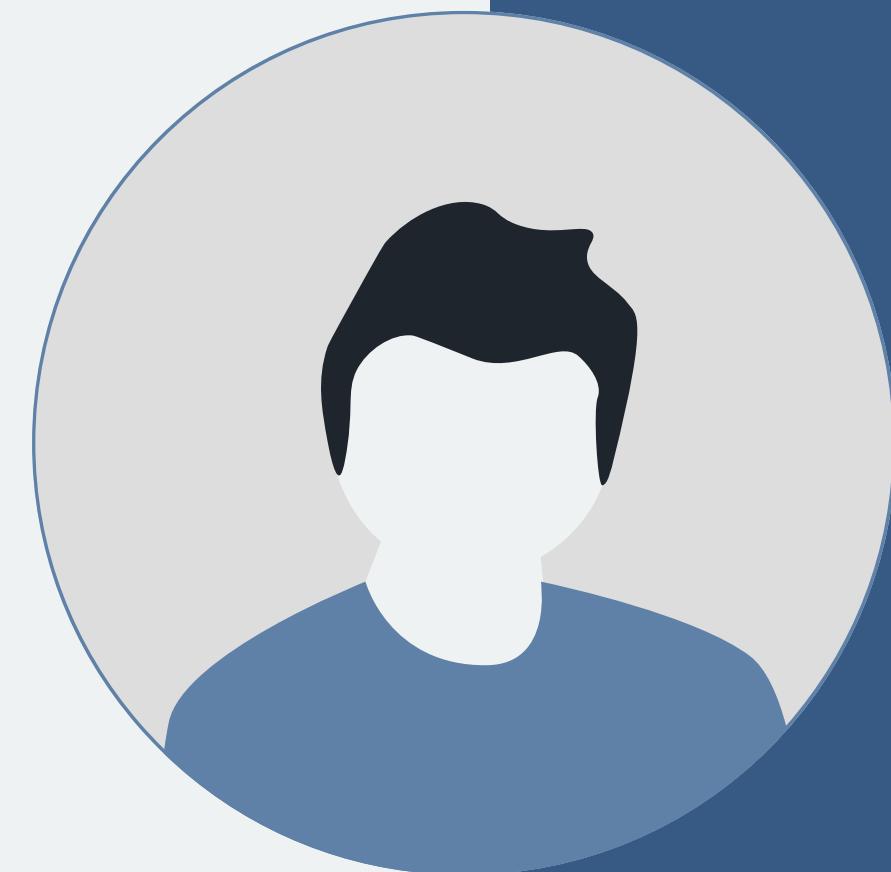
Heather Riley
Monitor Manager



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 detailed documentation throughout the planning process
- UX Design Process
 - Research and analysis
 - Wireframing and prototyping
 - Testing and feedback
- Implementing designs 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 $\pm 5\%$, gas $\pm 5\%$, and water cut $\pm 2\%$.
- The system reduced HSE risks by significantly reducing the number of field personnel.

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

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

ANGLE
0%

CASING SIZE
10 inches

DOWNHOLE TEMPERATURE
120°F (49°C)

VALUE HIGHLIGHTS

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

PROJECT NAME WIREFRAME

COMPONENTS

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 taking the time to view my work.

Please don't hesitate to reach out if you have any
questions or comments.

Tiffany Cheng

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<https://tiffanycheng.carrd.co>