YI-CHUN CHEN

EXPERIENCE

ServiceNow
Sr. Product Designer Mar 2022 – Present
- Build the core experiences for UI Builder, a low-code enterprise app-building tool and UI framework, to accelerate the time-to-market for custom ServiceNow apps. Shipped features including component and data configurations, editor information architecture, page creation flow, component presets, and more.
- Collaborate with product leaders to develop near- and long-term product visions including AI-assisted page generation, low-code data integation, and page layout system using rapid prototyping and concept testing.

Product Designer Jun 2020 – Feb 2022
- Created the V1 form editing experience of Table Builder within the App Engine Studio. Consolidated the end-to-end form creation and editing workflows from 15 disparate tools into a unified product through research and rapid iterations.
- Ensured the consistency of 100+ component configuration designs on UI Builder platform by auditing and creating design guidelines for internal contributor teams.
- Contributed icons and components to the Now Design System.

Zell Lurie Institute, University of Michigan
UX Designer Sep 2019 – Apr 2020
- Redesigned the Content Management System for LineLeap, a nightlife marketplace app backed by YCombinator. Transformed the admin system from an internal tool to a business-facing dashboard and inventory management platform and reduced necessary steps for bar owners to add inventory by 50%.
- Shipped the first version of mobile app design for YourCheck, a background check mobile app platform currently in beta that empowers gig workers and consumers.

Clinc, Inc.
UX Intern Oct 2019 – Dec 2019
- Revamped the personas and documented common workflows through user and expert interviews. Revealed eight key challenges of the enterprise AI developer platform and suggested action items that led to the team's 2020 roadmap.
- Communicated key usability issues and proposed design recommendations for a versioning feature and a new script editor design of the AI platform.

Essential Products Inc.
UX Research Intern Jun 2019 – Aug 2019
- Conducted usability studies for the interface design of a smart phone. Evaluated the usability of the Android-based OS on the device's unique form factor and provided potential design solutions to improve the interaction experience.
- Using an internal workshop and desk research, determined the target user groups and compelling use cases for future product pitches and marketing directions.

Synology Inc.
Marketing Specialist Oct 2016–Jul 2018
- Led all marketing strategies for the ANZ, ME, and South African markets. Designed on- and off-line marketing collateral and drove all initiatives to promote the brand's hybrid cloud, data storage and backup, virtualization, and networking solutions.

CONTACT INFO

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EDUCATION

University of Michigan
2020
M.S. in Information
UX Research and Design

National Taiwan Normal University
2016
M.A. in Teaching Chinese as a Second Language

National Taiwan University
2013
B.A in Foreign Languages & Literature

SKILLS

Design	Research
Journey mapping	Contextual inquiry
Task analysis	Affinity mapping
Participatory design	Comparative analysis
Wireframing	Concept testing
Rapid iteration	Heuristic evaluation
HTML / CSS / JS	Usability testing
Animation	Survey design
Adobe CC Suite	Qualtrics
Figma	SPSS
Sketch	Tableau

ACTIVITIES

ServiceNow EO Craft Summit speaker
Alternative Spring Break UX Volunteer
Synology solution seminar speaker