YI-CHUN CHEN

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EDUCATION

University of Michigan
Ann Arbor, MI | 2020
M.S. in Information
UX Research and Design

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

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

SKILLS

Design
Brainstorming
Personas
User journey map
Task analysis
Participatory design
Wireframing
Rapid iteration
AR/VR Prototyping
Stakeholder
communication

Tools
Adobe CC Suite
Figma
Sketch
Zeplin
Abstract
Unity
Qualtrics
SPSS
Tableau
Jira

Research
Diary study
In-depth interview
Affinity diagramming
Comparative analysis
Concept testing
Story mapping
Heuristic evaluation
Usability testing
Survey design
A/B testing

Other
HTML
CSS
JavaScript
Python
Agile method
Google analytics
Tech marketing
Market research
Linguistics
Pedagogy

Activities

ServiceNow Lunch-and-Learn speaker
ServiceNow EO Craft Summit speaker
Alternative Spring Break UX Volunteer
UMSI Website Heuristic Evaluation Volunteer

EXPERIENCE

ServiceNow
Product Designer   Jun 2020 – Present
· Working at the Platform team, craft the experience for UI Builder, a low-code app-building platform. Shipped multiple features to accelerate time-to-market for ServiceNow apps targeting pro-developers and citizen developers.
· Strategized and designed the MVP of an end-to-end builder for ServiceNow forms, a fundamental data component on the Now Platform. Consolidated the creation and editing experience from 15 disparate tools into a unified product through research, rapid iterations, and cross-functional collaboration.
· Ensured the consistency of 100+ component configuration designs on UI Builder by creating design guidelines and a video tutorial for internal contributor teams.
· Contributed 11 new icons and a component variant design and its usage guideline document to the Now Component Library.

Zell Lurie Institute, University of Michigan
UX Designer   Sep 2019 – Apr 2020
· Shipped a complete redesign of the Content Management System (CMS) for LineLeap, a YCombinator-supported nightlife marketplace startup. Transformed the system from an internal webmaster platform to a business-facing analytics dashboard and an inventory management application to expand the business.
· Streamlined the pass creation workflow of the platform and reduced necessary steps for bar owners to add inventory by 50%.

Clinc, Inc.
UX Intern   Oct 2019 – Dec 2019
· Revamped the personas and documented common workflows for Clinc's enterprise-facing conversational AI platform using and contextual inquiries. Revealed eight major challenges of the AI developer platform and suggested a series of actions that led to the team's 2020 development 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 mobile phone. Evaluated the usability of the OS on the device's unique form factor and provided potential design solutions to improve the interaction experience.
· Using an internal workshop and synthesis from desk research, determined the target user groups and compelling use cases to provide insights into future product pitch and marketing directions.

Synology Inc.
Marketing Specialist   Oct 2016–Jul 2018
· Developed go-to-market strategies for Synology, a leading network-attached storage brand offering hybrid cloud solutions, through field and market research.
· Managed web development projects for online marketing campaigns and offline events, contributing to 20% growth in event registrations in Dubai.