

YI-CHUN CHEN

EXPERIENCE

ServiceNow

Sr. Product Designer Mar 2022 – Present

- Ship experiences for UI Builder, a low-code enterprise app-building tool on the Now Platform, to accelerate time-to-market for custom ServiceNow apps.
- Through product research, prototyping, and concept testings, develop strategies and visions for features including data-binding and layout in UI Builder.
- Contribute icons and components to the Now Design System.

Product Designer

Jun 2020 – Feb 2022

- Led the designs for the form editing experience of Table Builder within 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.

Zell Lurie Institute, University of Michigan

UX Designer

Sep 2019 – Apr 2020

- Redesigned the Content Management System for LineLeap, a nightlife marketplace app supported 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.

Clinic, Inc.

UX Intern

Oct 2019 – Dec 2019

- Revamped the product personas and documented common workflows for Clinic's enterprise-facing conversational AI platform. 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 smart phone product. 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, Middle East, and South Africa markets of Synology, a network-attached storage leader. Designed on-and off-line marketing collateral and drove all marketing initiatives to promote Synology's hybrid cloud, data storage and backup, virtualization, and networking solutions.

CONTACT INFO

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<https://yccdesign.github.io>

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

Journey mapping
Task analysis
Participatory design
Wireframing
Rapid iteration
HTML / CSS / JS
Animation
Adobe CC Suite
Figma
Sketch

Research

Contextual inquiry
Affinity mapping
Comparative analysis
Concept testing
Heuristic evaluation
Usability testing
Survey design
Qualtrics
SPSS
Tableau

ACTIVITIES

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