

# 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 2021 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 custom ServiceNow apps.
- Strategized and designed the MVP of an end-to-end builder for ServiceNow form, a fundamental data component on the Now Platform. Consolidated the creation and editing workflow 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%.

### Clinic, Inc.

UX Intern

Oct 2019 – Dec 2019

- Revamped the personas and documented common workflows for Clinic's enterprise-facing conversational AI platform using task analyses 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 pitches and marketing directions.

### Synology Inc.

Marketing Specialist

Oct 2016 – Jul 2018

- Developed go-to-market strategies for Synology, a leading network-attached storage brand. Conducted market research and led on-and off-line marketing plans for the ANZ, Middle East, and South Africa markets promoting Synology's hybrid cloud, data storage and backup, virtualization, and networking solutions.