

YI-CHUN CHEN

EXPERIENCE

ServiceNow

Sr. Product Designer

Mar 2022 – Present

- Designed for UI Builder, a low-code enterprise app-building tool and UI framework, facilitating accelerated time-to-market for custom apps by delivering designs including component configuration, domain separation, and configuration presets.
- Improved UI Builder's layout system, increasing task completion rate from 20% to 100%, and optimized the page creation flow, cutting average task time by 50%.
- Collaborated with product leaders to develop visions such as Gen AI-assisted app building, data integration, and runtime editing experiences, employing rapid prototyping and concept testing methodologies.

Product Designer

Jun 2020 – Feb 2022

- Launched a form-building tool within App Engine Studio, consolidating end-to-end workflows from 15 locations into a unified experience through rapid iterations.
- Ensured consistency of 100+ component configuration designs on UI Builder by auditing, creating, and communicating design guidelines for contributor teams.
- Contributed 20+ icons, components, and variants 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. Reduced number of clicks for bar owners to edit inventory by 50%.
- Collaborated closely with the founder throughout the design of the mobile app YourCheck, a background check platform aimed at fostering trust between gig workers and customers. Created POC design that served as a cornerstone in the founder's pitch for securing investments.

Clinic, 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 company'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 smartphone. Evaluated an Android-based OS design on a unique form factor and provided potential design solutions to improve the interaction experience.
- Using workshop and desk research, determined the target user groups and compelling use cases for product pitches and marketing directions.

Synology Inc.

Marketing Specialist

Oct 2016–Jul 2018

- Led all marketing strategies and designed collateral for multiple English-speaking markets to promote the hybrid cloud, data protection, and networking solutions.

CONTACT INFO

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734-800-6884

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 GenAI Hackathon finalist

ServiceNow EX Craft Summit speaker

UMSI alternative spring break UX volunteer

Synology solution seminar speaker