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	Tools
Brainstorming	Adobe CC Suite
Personas	Figma
User journey map	Sketch
Task analysis	Zeplin
Participatory design	Abstract
Wireframing	Unity
Rapid iteration	Qualtrics
AR/VR Prototyping	SPSS
Stakeholder	Tableau
communication	Jira

Research	Other
Diary study	HTML
In-depth interview	CSS
Affinity diagramming	JavaScript
Comparative analysis	Python
Concept testing	Agile method
Story mapping	Google analytics
Heuristic evaluation	Tech marketing
Usability testing	Market research
Survey design	Linguistics
A/B testing	Pedagogy

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

EXPERIENCE

ServiceNow
Product Designer   Jun 2020 – Present
· Craft the experience for UI Builder, a low-code enterprise web app–building platform, shipping designs for the landing page, configuration panel, and domain support, accelerating time-to-market for complex ServiceNow apps.
· Designed the V1 of a modernized building tool for ServiceNow forms, the most fundamental data component on the Now Platform. Consolidated the creation, editing, and managing experience from 15+ disparate tools into a unified platform through exploratory research, rapid testing and iterations.
· Ensured the consistency of 100+ component configuration designs on UI Builder by creating a set of design guidelines for internal teams.
· Multi-session speaker at EO Craft Summit, a 3-day internal conference for 350+ designers and researchers across the globe.

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.