YI-CHUN CHEN

EXPERIENCE

ServiceNow
Sr. Product Designer   Mar 2022 – Present
· Working at the Platform team, ship experiences for UI Builder, a low-code enterprise app-building tool, to accelerate time-to-market for custom ServiceNow apps.
· Through prototyping and concept testings, develop product strategies and visions for features including data-binding and layout configurations.
· Contribute icons and component to the Now Design System.

Product Designer   Jun 2020 – Feb 2022
· Strategized and designed from scratch for the end-to-end form editing experience of Table Builder. Consolidated the 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 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.

Clinc, Inc.
UX Intern   Oct 2019 – Dec 2019
· Revamped the product personas and documented common workflows for Clinc'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	Research
Journey mapping	Contextual inquiry
Task analysis	Affinity mapping
Participatory design	Comparative analysis
Wireframing	Concept testing
Rapid iteration	Heuristic evaluation
HTML / CSS / JS	Usability testing
Animation	Survey design
Adobe CC Suite	Qualtrics
Figma	SPSS
Sketch	Tableau

ACTIVITIES

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