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
AR/VR Prototyping
Brainstorming
Storyboarding
Personas
Scenarios
User Journey Map
Task Analysis
Sitemap
Participatory Design
Wireframing
Data Visualization

Research
Diary Study
In-Depth Interview
Affinity Diagram
Comparative Analysis
Concept Testing
Story Mapping
Heuristic Evaluation
Usability Testing
Survey Design
A/B Testing

Other
Adobe CC Suite | Figma | Sketch | Unity
HTML | CSS | JavaScript | Python
Qualtrics | SPSS | SQL | Tableau
Jira | Agile Method
Google Analytics

EXPERIENCE

ServiceNow
Product Designer   Jun 2020 – Present
· Craft the experience for UI Builder, an enterprise app-building platform, shipping features including the landing page, dynamic input, and domain and scope separation, accelerating time-to-market for complex ServiceNow custom apps.
· Designed the first release of a modernized building tool for ServiceNow's most foundational data component, consolidating the creation and configuration experience from 15+ disparate tools into one unified platform.
· Ensured the consistency of 100+ component configuration designs on UI Builder through internal communication and multiple audits.
· Multi-session speaker at EO Craft Summit, a 3-day internal conference for 350+ designers and researchers across the globe, sharing strategies to deliver quality product designs and build a high-performing product team.

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 for the platform and reduced necessary steps 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 in-depth interviews 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 research and market research.
· Managed web development projects for online marketing campaigns and offline events, contributing to 20% growth in event registrations in Dubai.