

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 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, accelerating time-to-market for ServiceNow apps targeting pro-developers and citizen developers.
- Designed the end-to-end building experience for ServiceNow forms, the most fundamental data component on the Now Platform. Consolidated the creation and editing experience from 15 tools into a unified product through exploratory research, rapid testing, iterations, and cross-functional collaboration.
- Ensured the consistency of 100+ component configuration designs on UI Builder by creating a set of design guidelines 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 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.