

# YI-CHUN CHEN

## EXPERIENCE

- ServiceNow**  
Staff Product Designer

Mar 2024 – Present

  - Developed the strategic vision for the GenAI builder for Service Catalog, a critical feature with millions of monthly item creations. Collaborated with product leaders and a senior designer to craft a compelling presentation, leading to successful allocation of engineering resources from senior leadership.
  - Led the creation and ongoing maintenance of a UI component and design pattern library for UI Builder, improving team design consistency and efficiency.
  - Identified opportunities to align conflicting taxonomies across key user touchpoints through comprehensive audits and 10+ expert interviews. Presented findings to design leadership, resulting in their escalation for faster cross-team alignment.
  - Delivered UI Builder training to 60+ internal product designers, enabling independent design feasibility assessments and driving team efficiency and design quality.
- Sr. Product Designer**

Mar 2022 – Feb 2024

  - Led the launch of a no-code data-binding feature, driving a 20x increase in dynamic data-binding usage during app development on UI Builder.
  - Improved UI Builder's layout system, increasing task completion rate from 20% to 100%; optimized the page creation flow, cutting average task time by 50%.
  - Developed UI Builder's GenAI strategies and future product visions with product leaders to accelerate time-to-market for enterprise app development.
- 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.
- Zell Lurie Institute, University of Michigan**  
UX Designer

Sep 2019 – Apr 2020

  - Redesigned the Content Management System of a nightlife marketplace app. Transformed the internal admin system to an owner-facing dashboard and inventory management platform. Reduced number of clicks to edit inventory by 50%.
  - Strategized a background check mobile app with the startup founder to foster trust between gig workers and customers. Created the V1 design that served as a cornerstone in investor pitches and secured an accelerator program.
- Clinic, Inc.**  
UX Intern

Oct 2019 – Dec 2019

  - Revamped the user landscape and identified eight key challenges of the enterprise AI platform. The findings have led to the directions of company's 2020 roadmap.
- Essential Products Inc.**  
UX Research Intern

Jun 2019 – Aug 2019

  - Conducted usability studies to evaluated an Android-based OS design on a unique smartphone form factor and provide design solutions to improve the experience.
- 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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## 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
Participatory design	Contextual inquiry
Product envisioning	Affinity mapping
Wireframing	Comparative analysis
Rapid iteration	Concept testing
HTML / CSS / JS	Heuristic evaluation
Illustration	Usability testing
Animation	Survey design
Adobe CC Suite	Qualtrics
Figma	SPSS
Sketch	Tableau

## ACTIVITIES

ServiceNow GenAI Hackathon finalist  
ServiceNow EX Craft Summit speaker  
UMSI alternative spring break UX volunteer  
Synology solution seminar speaker