

# 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 platform, to accelerate time-to-market for custom ServiceNow apps.
- Develop product strategy and future vision for the data-binding experience to help app builder easily connect databases through prototyping and testings.
- Contribute icons and components to the design system.

#### Product Designer

Jun 2020 – Feb 2022

- Strategized and designed the MVP for the form editing experience of Table Builder. Consolidated the form creation and editing workflow 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 backend Content Management System (CMS) for LineLeap, a night-life marketplace startup supported by YCombinator. Designed and productized the backend from a webmaster system to a business-facing dashboard and inventory management platform.
- 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 product personas and documented common workflows for Clinic'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 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

- Developed go-to-market strategies for Synology, a leading network-attached storage company. Designed on-and off-line marketing collateral and led all marketing initiatives across all channels for the ANZ, Middle East, and South Africa markets to promote Synology's hybrid cloud, data storage and backup, virtualization, and networking solutions.

## 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

User journey mapping  
Task analysis  
Participatory design  
Wireframing  
Rapid iteration  
HTML / CSS  
JavaScript  
Animation  
Adobe CC Suite  
Figma  
Sketch

### Research

Diary study  
Contextual inquiry  
Affinity mapping  
Comparative analysis  
Concept testing  
Heuristic evaluation  
Usability testing  
Survey design  
Qualtrics  
SPSS  
Tableau

## ACTIVITIES

ServiceNow Lunch-and-Learn speaker  
ServiceNow 2021 EO Craft Summit speaker  
Alternative Spring Break UX Volunteer  
UMSI Website Heuristic Evaluation Volunteer

## CONTACTS

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