

# 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.
- Through prototyping and testings, develop product strategy and future vision for the data-binding experience to help app builders easily connect to databases.
- 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 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.

### 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

- 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

yichuncc@umich.edu

<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

Journey mapping  
Task analysis  
Participatory design  
Wireframing  
Rapid iteration  
HTML / CSS / JS  
Animation  
Adobe CC Suite  
Figma  
Sketch

### Research

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

## ACTIVITIES

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