

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 2021 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. Shipped multiple features to accelerate time-to-market for ServiceNow apps.
- Strategized and designed the MVP of an end-to-end builder for ServiceNow form, a fundamental data component on the Now Platform. Consolidated the creation and editing workflow from 15 disparate tools into a unified product through research, rapid iterations, and cross-functional collaboration.
- Ensured the consistency of 100+ component configuration designs on UI Builder by creating design guidelines and a video tutorial 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 task analyses 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 pitches and marketing directions.

Synology Inc.

Marketing Specialist

Oct 2016 – Jul 2018

- Developed go-to-market strategies for Synology, a leading network-attached storage brand. Conducted market research and led on-and off-line marketing plans for the ANZ, Middle East, and South Africa markets promoting Synology's hybrid cloud, data storage and backup, virtualization, and networking solutions.