

CHUN-HUNG TSENG

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Hi, I am Kei Tseng. I design experiences through digital product and services. Specialized in UX, prototyping, and UI.

THYHIVE LLC, STUDIO

M Line Furniture Co, Designer, July 2017 - Present

Defined the business and experience objectives. Designed the service, digital product involving user flow, wireframe, prototype, user interface, design system. Collaborated with New Lab product realization advisors on the furniture modular system specification and SVA Incubator advisors on brand strategy.

Digiprint, Experience Designer & Product Developer, June 2014 - May 2015

Designed user experience involving user flow and wireframe. Co-designed the user interface and design system with a visual designer. Developed WordPress prototype and conducted user feedback session in the first phase. Redesigned the content creation flow from scratch and led the full-stack responsive web development with an intern with MeteorJS in the beta launch phase.

Founder, June 2014 - Present

Started out to design and develop e-commerce and microsite for clients. Transition to venture studio. We incubate projects in-house and collaborate with entrepreneurs to co-found and grow their companies.

AMERICAN EXPRESS PUBLISHING / TIME INC.

Front End Developer, July 2012 - Nov 2014

Involved with stakeholders meeting to understand business and editorial objectives and worked closely with my manager to achieve the UX by delivering inputs on early phase wireframe, developed different fidelity prototypes to conduct user testing and drive decisions, implemented design system framework. Responsible as a liaison to collaborate with visual designers from the editorial team to finalize design system details. Led front-end development across brands for redesign and mobile projects. Other work involved Food&Wine Community, FWx, CMS migration, ad-integration, and microsites. American Express Publishing is acquired by Time Inc.

SKILLS

User Flow, Wireframe
Prototyping
User Test & Research
User Interface Design
Information Architecture
Visual Design System
Customer Journey
User Persona
Service Design Blueprint
Web Product Development

TOOLS

Sketch
Principle, Invision
Keynote
Adobe Illustrator, After Effect
ReactJS, NodeJS, RoR

EDUCATION

School of Visual Arts
M.F.A. Interaction Design
2015 - 2017

CUNY Baruch College
Completed 12 credits towards
M.S Entrepreneurship

SUNY Binghamton University
B.S. Computer Science
2008 - 2011