

CHUN-HUNG TSENG

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I focus on user experience strategic design. Help business to discover why/what opportunities to focus on and how to validate for viability.

EXPERIENCE

THYHIVE LLC, STUDIO
Founder, June 2014 - Present

Currently working with SVA Groundfloor Incubator. Discover business opportunities by focusing on user experience design as strategy, through learning from **user research**, **user experience design** and **user testing**. Worked on **user flow**, **wireframe**, and **prototype** for digital touchpoints. Emphasized on **user experience mapping** for service design. Strives for affordance in **physical prototype** through **observation** and **user testing**. Cultivating design thinking and lean startup methodologies into practice.

TIME INC.
Web Developer, Nov 2013 – Nov 2014

American Express Publishing was acquired by Time Inc. **Manage and communicate with third-party vendors** on CMS Drupal migration and **provide internal development support needs for vendors**. Execute on ad integration, sponsors responsive micro sites and responsible for minor maintenance production deployment.

AMERICAN EXPRESS, PUBLISHING DIVISION
Front End Developer, July 2012 – Nov 2013

Front-end prototype with **HTML/CSS/Javascript/JSON** and **user testing** for various projects across brands. Learn user behaviors through **A/B testing** and **heat map** of different modules. Responsible for as a **liaison between the product development and design team**, clarify on UX wireframe guideline for the UI design team. **Lead front-end development and execute to production** for redesign and mobile projects. Work on Food & Wine Community to save and rate recipes.

EDUCATION

SCHOOL OF VISUAL ARTS	M.F.A Interaction Design, 2015 - 2017
CUNY BARUCH COLLEGE	M.B.A Entrepreneurship, 2015
SUNY BINGHAMTON UNIVERSITY	B.S Computer Science, 2008 – 2011

SKILLS

User Experience Mapping
User Flow
Wireframe Mapping
Design Strategy
Rapid Prototype
UX/UI
User Testing
User Research
Lean & Agile Management
Web Product Development

TOOLS

Sketch
Principle / Proto.io / Framer.js
Adobe Illustrator
Adobe Photoshop
Adobe After Effect
HTML/CSS/Javascript
React
Rhinoceros / KeyShot
Keynote

ACHIEVEMENTS

THE RED DOT AWARD
Safecycle Concept Design
THE WEBBY AWARD
T+L Homepage Redesign

CERTIFICATE

LEAN SIX SIGMA
Certified by Dartmouth College