

## CHUN-HUNG TSENG

[www.keithtseng.com](http://www.keithtseng.com)

[hi@keithtseng.com](mailto:hi@keithtseng.com)

+1 347 418 8248

**Hi, I am Kei Tseng. I create digital product and service to grow business and improve user experience with my background in both design and code development.**

### THYHIVE LLC, STUDIO

**M Line Furniture Co, Product Designer, July 2017 - Present**

Membership service model and digital product design involved **user persona, user journey, service blueprint, user flow, wireframe, prototype and user interface** in the second phase. Furniture modular system design with New Lab product realization advisors and **brand strategy** with SVA Incubator advisors in the first phrase.

**Digiprint, User Experience Engineer, June 2014 - May 2015**

Designed reading, system and content creation interaction involving **user flow, wireframes and information architecture**. Collaborated with another designer to implement the **page templates visual system**. Prototyped in WordPress to **conduct user feedback session** in the initial phase and **led full-stack responsive web development** for the beta launch.

**Founder, June 2014 - Present**

Initially founded to design and develop e-commerce and microsite for clients. Shifted the focus to **incubated projects in-house and collaborate with entrepreneurs to co-found projects** under the venture studio portfolio.

### AMERICAN EXPRESS PUBLISHING / TIME INC.

**Front End Developer, July 2012 – Nov 2014**

Involved in stakeholders meeting and worked closely with my manager on business and editorial objectives by **delivering inputs on early phase wireframe, developing different fidelity prototypes for user testing and implementing the design system frameworks**. Responsible as a liaison between development and design team. **Led front-end development across brands for redesign and mobile projects**. Other work involved Food&Wine Community, CMS migration, ad-integration, FWx and microsite. American Express Publishing is acquired by Time Inc.

### SKILLS

User Flow, Wireframe  
Lo-fi and High-fi Prototyping  
Interaction Design  
Code Development  
Information Architecture  
Visual Design System  
User Testing Research  
User Persona  
User Journey  
Service Design Blueprint

### TOOLS

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

### EDUCATION

**School of Visual Arts**

M.F.A. Interaction Design  
2015 - 2017

**CUNY Baruch College**

M.S Entrepreneurship  
Completed 12 credits

**SUNY Binghamton University**

B.S. Computer Science  
2008 – 2011