

CHUN-HUNG TSENG

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I design experiences through product, service blueprint, visual system, and business model.

EXPERIENCE

M _ FURNITURE CO

Service Designer, July 17 - Present

Defined the business and experience objectives. Worked on the **business/operation model** and designed the **service blueprint, digital user flow, wireframe, visual system**. Collaborating with New Lab product realization advisors to develop the **furniture modular system and specification**.

THYHIVE LLC, STUDIO

Founder, June 2014 - Present

The early stage started out in **design and development of e-commerce and microsite** for clients. Shifted the focus to bootstrap the team and **incubate the first in-house project, Digiprint, and launched beta**. Hibernated from mid-2015 to mid-2017 as I pursued the master degree in interaction design. Currently, working on M _ Furniture.

NEW LAB

Product Assistant, Oct 2017 - Present

Developed and delivered modular three-way hidden joint system, circuit wiring specification and jigs for LED Light installation. The process involves 3D modeling with Rhino/Fusion360, 3D printing with Ultimaker.

DIGIPRINT

Experience & Product Manager, June 2014 - May 2015

Co-designed the experience and system with a visual designer throughout the entire project. Developed early phase **WordPress prototype and conducted user feedback session**. **Redefined the content creation process and system** from scratch in the second phase. **Led the product development of the full-stack implementation** and a web developer intern for the beta launch released in MeteorJS.

AMERICAN EXPRESS, PUBLISHING DIVISION / TIME INC.

Front End Developer, July 2012 – Nov 2014

Led front-end development across brands for redesign and mobile projects. Involved and work closely with my manager and stakeholders to achieve the UX and business objectives by **delivering inputs on early phase wireframe, prototypes to drive decisions, framework and design system implementation guidelines**. Responsible as a liaison to communicate the guideline and collaborate with visual designers from the editorial team to develop and ship the product. Work also involved Food&Wine Community, FWx, CMS migration, ad-integration, and microsites.

SKILLS

Experience Journey
Service Design Blueprint
User Flow / Wireframe
Visual System
Web Product Development
3D Model
Business Model
User Feedback Research
Physical Product Fabrication

TOOLS

Sketch
Principle / Invision / Framer.js
Rhinoceros / Fusion 360 / KeyShot
Keynote
ReactJS / NodeJS / MeteorJS / RoR
Arduino Physical Computing
3DP Ultimaker / CNC ShopBot
Adobe Illustrator / After Effect

ACHIEVEMENTS

THE RED DOT AWARD
Safecycle Concept Design

THE WEBBY AWARD
T+L Homepage Redesign

CERTIFICATE

LEAN SIX SIGMA
Certified by Dartmouth College

EDUCATION

SCHOOL OF VISUAL ARTS
M.F.A Interaction Design, 2015 - 2017

CUNY BARUCH COLLEGE
Completed a semester towards
M.B.A Entrepreneurship, 2015

SUNY BINGHAMTON UNIVERSITY
B.S Computer Science, 2008 – 2011