

CHUN-HUNG TSENG

keithtseng.com
ktsengch@gmail.com
+1 347 418 8248

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

EXPERIENCE

M LINE FURNITURE CO

Product Designer, July 17 - Present

Conducted **user/design research** and **rapid prototype** to **identify user archetype and value propositions**. **Product design and implementation** based on **user testing research**. Collaborate with SVA Groundfloor Incubator on initiatives like **identifying core customers, defining a business model, solidifying a go-to-market strategy**.

THYHIVE LLC, STUDIO

Founder, June 2014 - Present

Strives to influence designers to become more versatile and take on the business leadership role as founders by **facilitating entrepreneurial knowledge and resources**. Cultivate more design-centric startups to foster interdisciplinary teams. Design new business models, organizational structures, products, services and strategies.

DIGIPRINT

Interaction Designer & Product Manager, June 2014 - August 2015

Bootstrapped and collaborate with UI designer and developer on the **product design and implementation**. **Led the team to explore, prototype, and define the product** based on **user testing research**. Executed **public beta testing** and **identify value propositions and customers**. **Lean and agile product management** and **plan processes and development in Gantt chart** with Redbooth.

TIME INC.

Web Developer, Nov 2013 – Nov 2014

American Express Publishing was acquired by Time Inc. **Coordinated and collaborated with vendors** on CMS Drupal migration and development. Delivered on ad integration, sponsors microsites and maintenance deployment to production.

AMERICAN EXPRESS, PUBLISHING DIVISION

Front End Developer, July 2012 – Nov 2013

Led front-end prototype and product development with HTML/CSS/Javascript/JSON across brands for **redesign and mobile projects**. Collaborated on **A/B and heat map user testing**. Conceptualized and communicated on the **UX wireframe guideline** for UI designers as a **liaison between the product and design team**. Implemented on Food&Wine Community to save and rate recipes.

SKILLS

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

TOOLS

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

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