Yushan (Alison) Tseng
UX Designer / Product Designer

PORTFOLIO

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CONTACT

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San Jose, CA

EXPERTISE

Design

Information Architecture

Interaction Design

Wireframing

Prototyping

Persona Building

Storyboarding

Journey Mapping

Research

Contextual Inquiry

Competitive Analysis

Usability Testing

Heuristic Evaluation

Accessibility Evaluation

User Interview

Tools

Figma

Axure RP

Balsamiq

Miro

UserTesting

UserZoom

Sketch

SurveyMonkey

WORK EXPERIENCE

Intuit | Senior Product Designer
Tech for Intuit (t4i) | Mountain View, CA | Apr 2021 – Present

- Lead the design of 3 areas - Promotion, Privacy and Intuit Academy that are used by internal and external users from early concept through final delivery
- Manage the ServiceNow flex desk/conference booking implementation for web and mobile, ensuring alignment with Intuit's standards and user experience
- Mentor junior designers and collaborate on design system development to drive consistency and innovation across teams

ServiceNow | Senior Design Researcher
Customer Service Management (CSM) | Santa Clara, CA | Nov 2019 – Apr 2021

DESIGN FOCUS
- Identified design issues and collaborated with designers to develop new interactions and features to address these challenges
- Created designs based on various personas and use cases, ensuring specific user needs and scenarios were addressed

RESEARCH FOCUS
- Led research initiatives, informing critical decisions for current product and future roadmap to ensure a seamless Agent Workspace experience

Oracle | Senior Design Researcher
Design System, Sales & Financials | Redwood City, CA | Nov 2015 – Nov 2019

DESIGN FOCUS
- Contributed to the creation of core patterns for Oracle's design system, covering all mobile, tablet, and web interfaces
- Supported the design of Sales Cloud and Financials Cloud throughout the design process to the successful build and delivery of the products

RESEARCH FOCUS
- Led, executed and presented formative and summative usability studies to enhance user interactions and experience

LG Electronics | UX Associate
Smart TV | Santa Clara, CA | Feb 2015 – Nov 2015

- Involved in designing and shipping webOS 3.0 TV operating system
- Conducted heuristic evaluation & usability testing of interaction and features

EDUCATION

M.S. Human Factors & Ergonomics | San Jose State University, CA
August 2013 – June 2015

B.S. Statistic & Information Science | Fu Jen Catholic University, Taiwan
August 2009 – June 2013