Timothy Tung

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Versatile and growth-focused professional with extensive experience in designing effective products according to users' needs and improving existing product designs.

Adept at facilitating user research, operating design sprints, conducting QA/usability testing, and facilitating research sessions to align the industry's standards. Proven ability to spearhead all design stages, ranging from initial concept to successful final design, while ensuring top-tier quality. Steer discovery, research, and analysis for user experiences, while identifying and supplying prescriptive design recommendations to improve and deliver customer value. Communicate complex, interactive design concepts clearly and persuasively across different audiences and varying levels of the organization.

Professional Experience

Operative, New York   2020 – 2022
Product Designer

- Created designs and products that offered a competitive advantage that led to increased revenue by signing new business such as FOX

- Designed the keyboard accessibility guidelines for users with needs for Sinclair Broadcast Group while abiding by WCAG2 guidelines

- Analyzed and simplified heavy loads of data gathered from card sorting and other best-practiced user research techniques to present to stakeholders

- Led the evolution of the company's design systems to ensure the product line had a consistent brand and style

- Advocated for my clients' needs by leading research sessions and engaging with them through participatory design

- Championed the modernization of tooling, processes, and technologies resulting in the adoption of collaborative tools like Miro, Abstract, and Zeplin throughout the product and development lifecycle

- Efficiently solved complex problems for strategic company initiatives by planning and collaborating on design sprints

- Collaborated with the leadership team to conduct interviews to hire top UX talents as well as the current director of product design and administered the onboarding process for newly hired teammates

StringBean Technologies, New York   2017 – 2019
UX / UI Designer

- Led the design, UI specification and product roadmap for the company's mobile flagship product that is a market differentiator in the field of inspection platform

- Worked across teams of product managers, engineers, and stakeholders to ensure a consistent style and branding were applied

- The launch of the product increased revenues significantly by signing new companies as loyal customers such as JLL, Caldwell & Walsh, and Havas

Technical Proficiencies

- *Agile, Lean, Waterfall Methodologies*
- *Cross-departmental collaboration leadership*
- *Design Thinking*
- *Human-Centered Design*
- *Interaction Design*
- *Participation Design*
- *Public Speaking*
- *Rapid Prototyping*
- *Strategic Direction*
- *User Experience Design*

Skills

- *Card Sorting*
- *Competitive Analysis*
- *Data Analysis*
- *Experience Maps*
- *Heuristic Evaluation*
- *Information Architecture*
- *Personas*
- *Rapid Prototyping*
- *Storyboards*
- *Surveys*
- *Task Analysis*
- *Task Flows*
- *Wireframes*
- *Usability Testing*

Professional Experience continued

Abacus Business Computers, New York   **2017**
Lead UX Design and Strategist

- Led a cross-functional team to redesign a multi-platform POS system while working with stakeholders

- Designed the logic and UI experience that enable businesses to expand their services by allowing users to interact with self-serving kiosks

- Increased company revenues by attracting new customer as well as increasing overall user satisfaction by 30%. This led existing customers to invest in a new line of products, after the design and release of the self-serving kiosk

Elimsoft, New York   **2017**
UX / UI Design and Consultant

- Advocated for users by analyzing quantitative and qualitative user research, conducting interviews, and competitor analyses to understand their needs and goals

- Used the analysis to design innovative MVP concepts to define the UI, navigation, and content as well as improve the medical experience for the Asian healthcare industry

Parceed, New York   **2016 – 2017**
UX / UI Design and Consultant

- Led the team through user research, developing latest information architecture, creating wireframes, and prototyping

- Reduced the bounce rate by 40% with the redesigned platform

Tools Proficiencies

- *Sketch*
- *inVision*
- *Abstract*
- *Axure*
- *Miro*
- *Zeplin*
- *Adobe XD*
- *OmniGraffle*
- *Figma*
- *Jira*
- *Salesforce*
- *Confluence*
- *UserTesting.com*
- *OptimalSort*
- *Photoshop*
- *HTML*
- *CSS*
- *Python*

Education

User Experience Design
General Assembly

Business Administration, BSc
Rider University