CATHY TSENG

Product designer | cathytsengdesign.com

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EDUCATION

Georgia Institute of Technology

2018

B.S. Industrial Design

Marketing Minor

SKILLS

Product Design

Empathy Mapping

Journey Mapping

User Flows

Personas

Wireframes

Interaction Design

Visual Design

Prototyping

User Research

Stakeholder Interview

Comparative Analysis

User Testing

Toolkit

Figma

Sketch

Principle

Invision

Adobe XD

InDesign

Illustrator

Photoshop

Keynote

Mural

HELLO!

I'm a product designer with a passion for translating complex problems into elegant and holistic solutions. I am always seeking opportunities in which I can create state of the art user-centric experiences through needfinding, interaction design, and visual communication.

EXPERIENCE

User Experience Designer (Contract) - The Home Depot   Dec 2020-Present

- Working with a product manager and a team of eight software engineers to improve the usability and functionality of enterprise assortment software

- Responsible for the development and communication of design best practices while balancing business needs and technical limitations

- Creating user flows and high fidelity wireframes to effectively conceptualize, communicate, and validate detailed user behaviors

User Experience Designer - AKQA Atlanta   Feb 2020-Nov 2020

- Worked on various parts of the Delta Airlines commerce site and Fly Delta app to streamline experiences for frequent flyers and rapidly adjust to their needs

- Played a key role in the design of the Delta-owned Wi-Fi Portal, which is set to replace its current provider Gogo in 2021

- Collaborated with product managers, visual designers, and client stakeholders to drive complex agile projects to completion

- Created user flows and high fidelity wireframes to effectively conceptualize and communicate detailed user behaviors

Product Designer (Freelance) - GoBeep   June 2019-Feb 2020

- Worked with a pre-revenue SaaS start-up to create a voice-of-the-customer and engagement software that empowers users to take control of their data

- Led the end-to-end design process of the consumer mobile app and business desktop tool from research to development hand-off

- Led team in remote design sessions to ideate concepts and features that align with user and market research

- Collaborated with company leadership to translate brand values into a visual identity system across the product and marketing materials

- Procured grant funding from the South Carolina Research Authority by creating a product pitch with leadership

Product Designer - Goods and Services   Sept 2018-April 2019

- Designed digital tools for J.P. Morgan Asset Management that will be used by end-clients, financial advisors, and financial institutions

- Collaborated with visual designers, design strategists, and software developers to execute pixel-perfect digital products

- Worked with client stakeholder groups to identify problem spaces and deliver customer-centric solutions