

Chung-Han Tsai

A passionate designer who is interested in understanding user behaviors and exploring possibilities of bringing delightful designs.

EXPERIENCE

APP ANNIE . Senior UX Designer

San Francisco, CA. November 2017 - Present.

Led UX design of new intelligence products, including downloads attribution, SDK installed, and mobile site usage reports to expand new business. Improved user engagement by optimizing alert setup, releasing new data visualization, and building Slack integration. Acted as the key contributor to the design system establishment. Collaborated with PMs, researchers, data scientists, and engineers in an agile development environment.

TP-LINK RESEARCH AMERICA . UX / UI Designer

San Jose, CA. June 2015 - October 2017.

Led UX design for the initial launch of Kasa Smart Home app which supports eight different types of smart home devices. Since 2015, Kasa has consistently maintained 4.5+ ratings on app stores. Acted as the overall Kasa UX and product strategy key contributor to the ecosystem expansion. Managed and mentored four junior designers to deliver high-impact and intuitive design.

LOGIC SOLUTIONS . Technical Intern (UX Focus)

Ann Arbor, MI. September 2014 - December 2014.

Delivered interactive web and mobile app design of Showcase sales application. The key contributor to deliver interaction design for chore management tool to the client.

SPRINT . Human Factors Design Intern

Overland Park, KS. June 2014 - August 2014.

Created high-level use cases and partnered with UX research to validate prototype idea with 10 Spring customers.

ELSEVIER . Database Trainer

Taipei, Taiwan. September 2009 - January 2011.

Led the design of marketing materials and conducted more than 150 training sessions for thousands of end users.

CONTACT

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EDUCATION

UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION . MS in Information.

Ann Arbor, MI. May 2015.

Specialization in Human Computer Interaction. GPA: 3.87.

NATIONAL TAIWAN UNIVERSITY

BA in Library and Information Science.

Taipei, Taiwan. June 2008.

SKILLS

UX METHODS

Comparative Analysis

Contextual Inquiry

Data Visualization

Heuristic Evaluation

Information Architecture

Interaction Design

Persona & Scenario

Prototyping

Storytelling

Survey

Usability Testing

Visual Design

Wireframing

TOOLS

After Effects

Axure

Heap

Illustrator

InVision

Photoshop

Sketch 3

Zeplin

LANGUAGE

English

Japanese

Mandarin

PROGRAMMING

HTML/CSS

JavaScript