I Ting Tseng

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Product Designer with 6+ years of experience designing **data-rich systems and complex workflows**.
Specialized in translating business needs, technical constraints, and data into **scalable, user-centered solutions** for enterprise and high-stakes environments.

EXPERIENCE

MH Sub I, LLC dba Internet Brands   Remote / New York, NY
Product Designer (formerly Associate Product Manager)   June 2021 – September 2025
- Led design of a **moderation and decision-review platform** for 100+ users, improving efficiency by 15–50%.
- Translated **data signals and business rules** into intuitive, explainable workflows for non-technical users.
- Designed **data-rich workflows and system interactions** to improve consistency and scalability.
- Collaborated with product, engineering, data science, and legal to align UX with business and technical needs.
- Improved conversion by 4% (~4K/month) using analytics (GA, GTM).

EMCT Inc.,   Taipei, Taiwan
Product Designer   May 2013 – July 2018
- Designed a **data visualization platform (45+ datasets)** for government stakeholders.
- Led UX across 17 web and 11 mobile products, improving usability and adoption.
- Increased app rating (3.0 → 4.4) and MAU (10K → 360K), reaching Top 15 App Store.
- Contributed to **design system components and interaction patterns**.

SELECTED WORK: DECISION SYSTEMS & TRUST-BASED DESIGN

Verdict AI — Hybrid Moderation System
Personal Project (Based on real-world moderation experience)   October 2025 – Present
- Designed an AI-assisted decision system improving **consistency and explainability** in complex workflows.
- Transformed moderation into a **structured decision-making experience** using human-centered design.

ADDITIONAL

- *Award:* Winner, AT&T FirstNet Hackathon; Seed & Progress Round Winner, Tech to Protect Challenge
- *Certification:* PMI Certified Professional in Managing AI (PMI-CPMAI)™ (2025–2028)
- *Skills:*
- **UX & Product:** Interaction Design, IA, Prototyping, Design Systems
- **Systems & Data:** Data-Rich UX, Decision Workflows, Scalable Systems
- **Research:** User Research, Usability Testing, Analytics (GA, GTM)
- **Tools:** Figma, FigJam, Miro, Adobe, Jira

EDUCATION

M.S. Human-Computer Interaction—Indiana University (2020)
B.S. Geography—National Taiwan University (2009)