

Amy Tse

Experience Design, Research, and Strategy Lead with over 25 yrs. experience

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EXPERIENCE

Experience Design, Research and Strategy Lead (Freelance)

Currently available for experience design, research, and strategy projects either as a contractor or permanent FT employee.

<https://tseportfolio.flywheelsites.com/>

WORKBOARD

Product Design Director, March 2022 to Feb 2023

Workboard is a SaaS subscription-based platform which enables organizations to execute strategy faster and focuses teams on aligning OKRs to meet those strategies.

- Identified growth opportunities and defined the overall strategy of our products in collaboration with cross functional teams and leadership.
- Defined and managed 0-1 product design projects through an end-to end design process which included customer research to design through development and GA release within a fast-paced agile environment.
- Improved product design process and development through collaborative efforts with Product Managers, Engineers and Marketing resulting in our ability to improve efficiencies in launching new products, grow our customer base and improved customers' experience.
- Present and define design team's work to executives to ensure alignment with our organization's strategy while balancing of business goals and technical constraints with customer needs. Often providing design rationale based on user research, data analytics, and established design principles.
- Established generative and evaluative customer research methodologies which increased awareness of customer needs in our organization and improved data driven design decisions with key stakeholders.
- Managed a team of high performing designers through coaching and career development to help each person on our team reach their full potential.

RIGHTPOINT *formerly TandemSeven*

Rightpoint is a Chicago based digital consultancy. The company offers digital marketing, mobile development and responsive design, ecommerce, social media, website design and development services.

Group Design Director, June 2020 to March 2022

- As an IC/manager, I defined and led projects through an end-to end design process which included: user research, leading design thinking workshops with cross functional teams to explore and define innovative solutions, defining the vision and detailed designs, leading design reviews with engineers and product managers, and working closely with developers during implementation to ensure what is delivered remains true to the design.
- Defined and Implemented Journey Mapping practice to extend consulting business and better serve our clients strategic branded omni-channel customer experiences.
- Led internal initiatives to improve our consulting design practice and development processes which reduced our project delivery time and improved our client relationships.
- Assisted in evolving our team's creative, fun, and inclusive environment as well as growing the team through recruiting (which grew of 3% year over year).

TANDEMSEVEN

Experience Design Director, July 2012 to May 2020

- On a per project basis, I was an IC and/or managed cross-functional teams to deliver reimagined customer experiences from innovative concepts based on user research through user testing and implementation of detailed designs.
- Engage with potential clients during the sales process to understand their needs and strategic goals to define a customized design and development approach for successful delivery of simple, intuitive, and elegant solutions.
- Developed and implemented the framework for our Customer Journey Mapping methodology and process which became one of our key service offerings and generated new revenue YoY.
- Designed and launched a subscription-based SaaS platform (0-1 product) which allowed users to ingest qual/quant data for analysis and storytelling through personas, customer journey maps and data visualization. Services and subscriptions for this platform base grew beyond 20+ active clients within the first year on the market.

UX Design Principal, April 2008 to June 2012

Defined and executed UX design and research activities to reimagine and design user experiences across different form factors for our enterprise client's website redesign projects or strategic initiatives.

HUMAN FACTORS INTERNATIONAL (HFI)

UX Project Director, April 2005 to June 2008

- Managed multiple projects concurrently with cross-functional on/offshore teams to design and deliver web-based products.
- Defined the user centered design approach for each project to ensure the user research continuously guided the design vision from initial concepts to finalized user validated wireframes for development.
- Taught User Centered Analysis class as part of HFI's Usability Analyst Certification program.

CLIENTS (as a UX design consultant at Rightpoint, TandemSeven, HFI)

Bloomberg, Wells Fargo, KPMG, JPMorgan Chase, Hyundai, Esurance, McGraw Hill, Morgan Stanley, Merrill Lynch, Avery, Experian, Bank of America, Sun Microsystems, Nokia, Intel, Qualcomm, Ingersoll Rand, Toyota, Amway

EDUCATION

DEPAUL UNIVERSITY
Human Computer Interaction (MS)

UNIVERSITY OF ILLINOIS AT CHICAGO
Communication Design (BA)

CERTIFICATION + COURSES

LUMA
Design Thinking Practitioner Certification (Oct 2022)

HUMAN FACTORS INTERNATIONAL
Certified Usability Analyst (2007)



Tools for Data Science
[Certificate issued: July, 2023](#)
(2/10 courses in the IBM Data Science certification program)



Data Science Methodology
[Certificate issued: July, 2023](#)
(3/10 courses in the IBM Data Science certification program)