Sally (Yu-Hsuan) Chung

Product Designer

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Product Designer experienced in SaaS, fintech, B2B, and B2C products, turning complexity into intuitive, user-centered experiences. Skilled in user research, usability testing, and design systems, using AI-driven workflows to streamline design. Detail-oriented, aligning user needs with business goals.

EXPERIENCE

Product Designer / FC Yearbook — Intern | Jun 2026 – Present | New York, NY

Vibe Coding, AI Workflow, B2B, Web Design, Usability Testing

- Design demo websites for two B2B platforms using Claude Design, applying user-centered design principles to web experiences.
- Contribute to feature ideation and scoping, helping prioritize which features to build and which to cut.
- Conduct 100+ usability tests across both platforms, using Claude for AI-assisted testing to surface usability issues.

UX Designer / Immer — Intern | Jun 2024 – Sep 2024 | Remote (New York, NY)

B2B, SaaS, Responsive Web Design, Dashboard, Cross-functional Collaboration

- Designed a responsive web dashboard for venue booking and management, streamlining rentals and event request tracking.
- Improved venue managers' event request approval efficiency by 30–40%, enhancing turnaround time and organizer confidence.
- Translated user and business needs into interaction patterns that supported better decision-making by venue managers.

UX Designer / The Fanrod Group — Intern | Dec 2021 – Mar 2022 | New York, NY

B2C, Fintech, Finance, Mobile App, Design System

- Optimized 30+ mobile payment screens by refining layout hierarchy and labeling to improve usability.
- Expanded the design system with fintech-specific components and refreshed guidelines to keep mobile experiences consistent.
- Incorporated client feedback to deliver secure designs that met PCI security compliance and business requirements.

Product Designer / Taiwan Design Research Institute — Intern | Jul 2018 – Dec 2018 | Taipei, Taiwan

User Research, Customer Experience, Surveys

- Conducted user interviews with 100+ shoppers and in-store surveys to identify navigation pain points and purchase drivers.
- Synthesized research findings with the operations team to improve product placement and store layout.
- Designed targeted promotional displays that boosted featured-item sales by 11%.

PROJECTS

UX Design Lead / Deloitte × SCADPro Sponsored Project — Sep 2024 – Nov 2024 | Savannah, GA

MyTSA App Redesign · Leadership, Analytics, Collaboration, Communication, Presentation

- Led a 6-person UX team and redesigned the MyTSA app's information architecture and visual hierarchy to improve usability.
- Analyzed 3,000+ research data points to guide design, raising user confidence by 66% and download intent by 42%.
- Presented the solution to 15 stakeholders, who confirmed it was fully implementable and named it the "Best SCADPro Project."

EDUCATION

Savannah College of Art and Design — Mar 2025 | Savannah, GA
Master of Arts in **Interactive Design** (GPA: 4.0/4.0)

Academy of Art University — Jun 2022 | San Francisco, CA
Master of Arts in **Interaction & UI/UX Design**

Tatung University — Jun 2019 | Taipei, Taiwan
Bachelor of Design in **Industrial Design**

SKILLS

Design & Research: Product Design, UX/UI Design, AI Product Design, Interaction Design, Visual Design, Web Design, App Design, User-Centered Design, User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Design Systems, Design Thinking

Tools: Figma (FigJam, Figma Make), Claude, Claude Design, Claude Code, Cursor, ChatGPT, Google Gemini, Sketch, Adobe Creative Suite (Adobe XD, Photoshop, Illustrator, After Effects, Premiere, InDesign), Miro, Trello, Google Analytics, HTML/CSS/JavaScript (basic)