

Yu-chia(Yuka) Tseng

Phone: 886-922612382 / Email: tsengyuka0706@ntu.edu.tw

Education

2012 - 2015

Master of communication and technology, Cognition Lab, National Chiao Tung University, Taiwan.

- Conducted researches with Tobii Eye Trackers in market research and digital user interface.
- Dissertation: List or grid? Eye movement assessment of the influence of the presentation format on decision making during Web searching.
- Advisor: Professor Chen-Chao Tao.

2007 - 2011

Bachelor of Mass communication,
National Taiwan University of Arts, Taiwan.

Professional Experience

2021 - present

Research Assistant, Center for Artificial Intelligence and Advanced Robotics, Taiwan National University, Taiwan.

- Developed AI and robotics that can alleviate the burden of caregivers.

2019 - 2021

Program Coding Teacher, Elementary school, Taiwan.

- Helped students learn coding by using Micro-bit.
- Developed student's ability in critical thinking and collaboration.

2017 - 2019

UX Designer/Researcher, ASUS Design Center, ASUS Computer Inc, Taiwan.

- Focused on applications in AI products (e.g., Zenbo junior robot, AI Speaker, etc.) and 2B E-commerce (e.g., education tools) areas while providing an innovative user experience.
- Conducted user flows, and wireframes, user research, competitive product analysis for ASUS products.

2015 - 2017

Frontend Engineer, Foxconn Computer Inc, Taiwan.

- Developed interactive and efficient web applications of Nokia,

- Sharp and Anta with Angular (javascript framework) and Bootstrap.
- Gathered and evaluate user requirements and conducted an Information architecture(flow) with members.
- 2014 - 2015 **UX Research Assistant**, Yahoo! Inc, Taiwan.
- Assisted conduct a research of Yahoo News website and app, created usability tests by Eye tracking (Tobii Pro TX 300).
 - Explored online news reading behavior and collected qualitative data from user interviews.
- May, 2013 - Nov, 2013 **Research Assistant**, Institute of Information Science, Academia Sinica, Taiwan.
- Analyzed different modes for creative added Value of digital Archives.
 - Digitized cultural heritage objects by building the meta-data and parameters.
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Publications

1. **Tseng, Y.C.**, & Tao, C.C. (2015, August). List or grid? Eye movement assessment of the influence of the presentation format on decision making during web searching. The 18th European Conferences on Eye Movements, Vienna, Austria.
2. **Tseng, Y.C.**, Tai, K.H., & Hsu, C.C. (2015, May). The assessment of Pinterest's interface, usability. The 20th the Conference on Chinese Institute of Design, Taipei, Taiwan.
3. **Tseng, Y.C.**, & Hsu, C.C. (2014, May). The effects of representation modes and semantic consistency on eye movements during scene perception. The 19th the Conference on Chinese Institute of Design, Yunlin, Taiwan.
4. **Tseng, Y.C.**, & Chao, Y.C. (2013, Nov). The effect of keyword advertising during mobile search. Conference on Annual Conference of Taiwan Academy for Information Society, Hsinchu, Taiwan.
5. **Tseng, Y.C.**, & Huang, K.Y. (2013, Nov). The spill-over effect in social network: a case of anti-nuclear movement. Conference on Annual Conference of Taiwan Academy for Information Society, Hsinchu, Taiwan.
6. **Tseng, Y.C.** (2013, May). Electronic surveillance in romantic relationships- A study of romantic jealous and satisfaction on

Facebook. Conference on Chinese Communication Society, Taipei, Taiwan.

7. **Tseng, Y.C.**, & Hsu, C.C. (2013, May). The Eye Movement Study on Representation Types in Scene Perception. The 18th the Conference on Chinese Institute of Design, Kaohsiung, Taiwan.

Awards and Honors

- Oct , 2019 The Best women's team, NASA Hackathon SpaceApps Challenge, Taipei, Taiwan.
 - I was the chief UIUX designer and the project manager.
 - May, 2019 Best Choice Category Award and Best Design Award for Zenbo Junior, Computex 2019, Taipei, Taiwan.
 - I was the chief UX designer for main function of the robot.
 - January, 2013 The Presidential Award, National Chiao Tung University, Hsinchu, Taiwan.
 - June, 2013 The Presidential Award, National Chiao Tung University, Hsinchu, Taiwan.
 - 2012 Enrollment Scholarships, National Chiao Tung University, Hsinchu, Taiwan.
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Technical Skills

Design: Sketch / Ziplin / Figma / Adobe Photoshop / Illustrator

Programming: HTML / jQuery / JavaScript

Statistics: SPSS

Language: English / Chinese / Japanese