Judy Tseng

Senior Product Designer | San Francisco, CA

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Senior product designer with 4+ years designing streaming apps for Asian entertainment across mobile, tablet and TV. Led most of a full app redesign, launched a new streaming brand on 9 platforms the same day, and led a live TV redesign that more than doubled live viewing on TV. Presents research to executives and works closely with engineering teams across time zones.

EXPERIENCE

ODK Media, Inc Irvine, CA (remote)

Senior UX Designer Apr 2022 – Present

- Joined at the kickoff of the ODK 2.0 redesign and led most of the mobile and tablet ideation and design; the redesigned apps shipped in 6 months, and customer service inquiries fell sharply in the year after launch.
- Adapted the ODK 2.0 design to launch Amasian, a new streaming brand, on 9 platforms the same day (web, iOS, Android, tvOS, Roku, Fire TV, Android TV, Samsung Tizen, LG webOS), working through Roku subtitle limits with Roku engineers; the launch was picked up by 437 outlets, including AP News and Yahoo Finance.
- Contributed to Amasian 2.0 Phase 1 (2025); monthly users and watch time per user both grew.
- Led the live TV redesign for connected TV (channel switcher and program guide) at the CPO's request and scoped phase one with engineering under a tight deadline; live TV viewing on CTV more than doubled in two months, well ahead of overall CTV viewing.
- Led Project Venetia, research on ad-supported streaming and CTV ads, and presented it to the CPO and ads team; it led to the hybrid plan launched in Oct 2023, and I designed its mobile experience, including Continue Watching and favorites.
- Also designed phone or email sign-up with consent, and Rewards (local-store coupons) with marketing.

Moxion Power Richmond, CA (remote)

Product Designer, Freelance May 2021 – Jan 2022

- Designed the customer and internal operations experience for a clean energy startup across mobile and desktop with the VP of Software Engineering, PM and engineers.

Shing Yoga Taipei, Taiwan (remote)

Product Designer, Contract Mar 2020 – May 2021

- Led the responsive website redesign (information architecture, wireframes, content strategy), driving a 24% increase in trial class sign-ups.

Ogilvy Public Relations Taipei, Taiwan

Assistant Account Executive Apr 2015 – Jul 2016

- Managed product launches for AMD and Mastercard, including AMD's largest global press conference at Computex.

SKILLS

Design: product and interaction design, multi-platform and 10-foot TV design, design systems, prototyping
Research and leadership: usability testing, research synthesis, presenting to executives, cross-functional collaboration
Platforms: iOS, iPadOS, Android, tvOS, Roku, Fire TV, Android TV, Samsung Tizen, LG webOS
Tools: Figma, FigJam, Adobe Illustrator, Photoshop and After Effects, HTML/CSS, Claude Code
Languages: Mandarin Chinese (native), English (professional)

EDUCATION

Academy of Art University M.A. Web Design and New Media 2020

University of California, Los Angeles B.A. Economics 2014