

# Golden Tseng

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## About

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Product Designer with 5 years of experience across AI SaaS, AR/VR, EdTech, Medical, Government Regulatory, Pro AV, and IoT. Delivered products for USA, UK, and TW markets, with a 3-week U.S. field study. Specialized in multimodal interaction (GUI, CUI, NUI, 3D UI) with a CS background spanning end-to-end design and front-end implementation.

## Experience

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### Independent

Product Design Consultant

Sep 2025 - Present

- Cross-Industry Product Design Expertise: Delivered end-to-end design for complex products across ProAV, EdTech, collaborative whiteboard, and Medical sectors. Responsibilities spanned requirement analysis, user research, information architecture, interaction design, visual styling, and design system implementation.

### ViewSonic

Senior Product Designer

Jul 2024 - Sep 2025

- Launched an AI-first education SaaS from 0 to 1, achieving 100% administrator interest in the US pilot and securing a 3,000-student district contract within the first year by demonstrating clear ROI on teacher time-savings.
- Directed US market discovery and ecosystem mapping, utilizing 20+ deep-dive interviews to bridge the gap between "teacher users" and "district buyers," which catalyzed successful expansion into international bilingual markets.
- Optimized LLM-to-UI interaction through technical prototyping and prompt engineering, shifting to a binary evaluation system that boosted user trust and earned a 90% satisfaction rating as a critical time-saving tool.
- Scaled design operations by implementing standardized research workflows and pedagogical voice-and-tone guides. Reduced design-to-development friction through an internal framework that synchronized AI logic with user-facing interfaces.

Product Designer

Nov 2022 - Jun 2024

- Architected an immersive classroom, including 3D object library, collaboration board, and avatar system.
- Unified cross-platform interaction logic—encompassing mouse, keyboard, and gesture-based inputs for spatial interaction, pioneering AI avatar PoCs to define the future of interactive learning.

### BlackHole Creative

UX Designer

Jan 2021 - Dec 2021

- Facilitated co-creation workshops and conducted user interviews/focus groups to align stakeholder visions for clients.
- Executed project management, IA, flows, and wireframes for website and immersive exhibition.

## Education

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National Taiwan University of Science and Technology

2022

Master of Arts (MA) · Interaction Design (HCI)

National Taiwan University of Science and Technology

2018

Bachelor of Engineering (BEng) · Computer Science & Information Engineering

## Skills

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**Design & Research:** Product Design, UX Design, Prototyping, User Research, Figma, Design Systems, UI Design

**Front-end Technologies:** HTML, CSS, JavaScript, React

## Certifications

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Google Cloud Vertex AI Prompt Engineering Skill Badge | Google

Oct 2025

# 曾唯哲 (Golden)

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