

CAROLYN CHUNG (Nien Ting Chung)

Sr. UX Manager | Service Design & Mixed-Methods UX Research Specialist

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EXPERIENCE

Global Sr. UX Design/ UX Research Manager

Trend Micro | 2020-Present, TW

Strategic Leadership and Team Growth

Collaborated with C-level executives to align UX strategies with business objectives, leading a cross-national team of 25+ members across Taiwan, Japan, and the US. Directed UX/UI design, user research, visual design, content strategy, and front-end development for B2C and B2B cybersecurity markets. Spearheaded the rapid one-month launch of a key AI security product while managing 10+ active product lines. Established a scalable design system that enhanced efficiency and consistency, empowering the team to adapt swiftly to evolving business needs and deliver sustained growth.

Data-Driven Insights and Product Strategy

Led UX research initiatives to deliver actionable insights that defined product personas and guided product evolution based on quantitative research. Shaped strategic decisions for launching a major B2B cybersecurity platform in the U.S. and Japan, resulting in a 30% increase in client adoption within the first year. Provided data-backed recommendations for a B2C anti-scam solution, achieving over 500,000 active users in its initial quarter. These research outputs ensured user-centric adjustments, aligning engagement strategies with business goals and market demands.

Market Innovation through Strategic Collaboration

Partnered with PM, RD, core tech, and marketing teams to drive market innovation while maintaining the stability of existing revenue streams. Successfully led a product bundling initiative in Japan, resulting in 25,000 user upgrades and generating ¥395 million in revenue within four months. Advanced AI-powered cybersecurity solutions, such as a scam detection tool, by seamlessly integrating design, technology, and marketing strategies to address evolving user needs and future market opportunities.

Product Experience Manager/ Sr. Product Planner

NIO | 2018-2020, CN

Defined Strategic Design Roadmap for IoT-Enabled Vehicles

Drove the design strategy for two IoT-enabled SUVs, leveraging in-depth user research, data analytics, and design thinking methodologies. These efforts secured the #1 position in the 2019 mid-size battery electric vehicle segment, demonstrating a strong ability to align user-centric design with market leadership.

Directed Integration of Online Upgrade Experiences

Led the strategic implementation of 60+ online upgrade journeys, optimizing user flows and enhancing product functionality. Mentored over 130 product planners and engineers, embedding design-driven decision-making across teams, and ensuring seamless product updates that elevated the customer experience.

Developed Scalable UX Toolkit for Cross-Departmental Alignment

Designed and implemented a comprehensive UX toolkit to address and preempt product failures, streamlining validation and communication across 84% of the organization. This toolkit became a cornerstone for cross-functional collaboration, significantly improving efficiency and consistency in delivering user-centric solutions.

Pioneered Autonomous Driving Product Innovations

Spearheaded the end-to-end strategic planning for autonomous driving features, focusing on breakthrough advancements such as Auto Parking, AI voice recognition, and Navigation on Autopilot. Delivered clear roadmaps and actionable strategies that drove innovation and aligned with the company's vision for next-generation mobility solutions.

Service Designer

Royal College of Art | 2016-2018, UK

Global Cross-Functional Collaboration

Partnered with UX/UI designers, product managers, and business leaders to solve complex design challenges for high-profile clients, including the London City Council and CERN, while ensuring user-focused, market-ready solutions in both professional and academic projects.

Strategic Service Design Conduction

Delivered actionable insights through user research and service design methodologies, addressing real-world needs for sectors such as government, public services, and cultural institutions, including immersive projects like those for the London Opera House.

Innovative Product Development

Co-developed an innovative reading service with Imperial College EMBA students, securing startup funding, and drove impactful solutions for cultural and public institutions, enhancing audience engagement and market impact.

UX Researcher

Scenario Lab | 2014-2016, TW

Led Multi-National UX Research Projects

Directed UX research initiatives across multiple countries, transforming qualitative and quantitative insights into actionable design strategies for diverse clients, including local governments, tech R&D units, ASUS, University, and OEM clients undergoing transformation.

Transformed Insights into Strategic Design

Leveraged research findings to develop design strategies aligned with business objectives, enhancing user experience and driving value for organizations across various sectors.

Facilitated Stakeholder Engagement Workshops

Conducted over 80 participatory design workshops with key stakeholders and clients—such as government bodies, Tsinghua University, tech innovators, and industry leaders—ensuring alignment between user-centered design and organizational goals.

EDUCATION

Service Design | M.A.

Royal College of Art

2016-2018 | UK

Psychology | B.Sc.

National Cheng Kung University

2009-2014 | TW

History | B.A.

National Cheng Kung University

2009-2014 | TW

SKILLSET

Leadership and Strategy

- Cross-functional/ regional Leadership
- DesignOps and agile project management
- Collaboration and conflict resolution
- Business transformation
- Stakeholder management

Management Tools

- Project Management: Jira, Trello
- Communication & Collaboration: Slack, Microsoft Teams, Confluence
- Data Analysis & Visualization: Tableau, Google Analytics, PowerBI
- Knowledge Management: Confluence, Notion

Product Design and Development

- User-centered design integration
- DesignOps & agile project management (Jira, Trello, Asana)
- End-to-end product lifecycle management
- Figma, Figjam & Sketch