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# ADALENE TEH

Senior Product Designer

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## PROFILE

A Product Designer with 13+ years of design experience in leading UX projects from conception to completion in mobile, web, AR, and VR environments. Strong focus on user-centered design (UCD) throughout development to achieve users' goals and business objectives.

## EXPERIENCE

### Product Designer, Amazon Web Services (AWS); Seattle, WA — Mar 2020—June 2023

- Designed and executed 12+ customer research studies across 8 industries to gain insights and generate structured solutions for ambiguous ideas. Leveraged research findings and worked cross product and engineering groups to launch new designs and features for Amazon S3, AWS IoT SiteWise, and AWS IoT Events, resulting in adoption by 50+ customers and an incremental \$50m in revenue.
- Defined UX strategy to ensure customer insights were integrated with the business strategy to address customer needs. Participated in early engagement for long-range product operational planning, partnering on ideas to secure resource buy-in from engineering teams and funding from senior leadership.
- Collaborated with the AWS IoT open source team, AWS Design System (CloudScape), and AWS Accessibility UX to develop new variations of UX components for shared resources and leveraging existing UX patterns for a consistent customer experience. These UX improvements contributed to increased user satisfaction and efficiency scores, leading to positive customer experiences.

### UX Designer, Schlumberger; Menlo Park, CA — June 2015— Mar 2020

- Led 8 Design Sprint Workshops for new projects to gain a deeper understanding of the problems, define scopes, and validate solutions. Delivered UX artifacts such as sketches, user flows, user stories, site maps, wireframes, interactive mockups, and prototypes to illustrate design concepts and interactions for project teams, stakeholders, and leadership.
- Conducted user research and gathered actionable insights to inform design decisions and drive customer-centric solutions for Big Data, Cloud, HPC, IoT, AI/ML, analytics and security teams, resulting in the successful launch of new products.
- Researched emerging technologies such as Virtual Reality, Augmented Reality, and wearable intelligence to explore their potential for improving customer experiences and incorporated them into UX solutions. Awarded 5 provisional patents and filed them in 3 countries: United States, Canada, and France.
- Mentored and coached interns, while also onboarding new hires, fostering a culture of growth and innovation within the design team.

### UX/UI Designer, Maudience: Web Design & Digital Marketing Agency; United States — Dec 2014—Oct 2015

- Collaborated with the CEO to provide UX artifacts and design deliverables for clients.

### Visual Designer, Lifestream Group PTE LTD; Singapore — Sept 2011 — Sept 2012

- Collaborated with the marketing team and senior leadership to provide ads, print and web design artworks.

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## Visual Designer, Pixel Design & Marketing SDN BHD; Malaysia — Jan 2009—July 2009

- Worked directly with the art director and clients to provide design artworks, such as newspaper ads, magazine ads, new packaging design, etc.

## EDUCATION

- Master's Degree in Web Design and New Media | Academy of Art University | 2015
- Bachelor's Degree in Visual Communication Design | National Yunlin University of Science and Technology | 2011

## PROVISIONAL PATENTS

My patented inventions were filed by Schlumberger in 2018-2019

### Personal Protection Equipment

Provisional Patent Application, Serial Number 62/841,386 filed on May 1, 2019, Attorney Docket No. IS19.0412-US-PSP

### Volumetric Well Production User Interface Components

Provisional patent application, Serial Number 16/203,609 filed on Nov 29, 2018, Attorney Docket No. IS17.1482-US-NP | <https://patents.google.com/patent/CA3118897A1/>

### Cross Reality Planning of Oilfield Locations

Provisional patent application, Serial Number 62/757,023 filed on Nov 7, 2018, Attorney Docket No. IS18.1120-US-PSP

### Deviations Data Visualization

Provisional Patent Application, Serial Number 62/733,575 filed on Sep 19, 2018, Attorney Docket No. IS17.1489-US-PSP | <https://patents.google.com/patent/WO2020061195A2/>

### Plan Deviations Visualization and Interpretation

Provisional Patent Application, U.S. International Patent Application No. PCT/US2019/051735 filed on Sep 18, 2018, Attorney Docket No. IS17.1489-WO-PCT | <https://patents.google.com/patent/WO2020061195A2/>

## SKILLS

User Experience Design, User Interface Design, Interaction Design, Data Visualization, Visual Design, Responsive design, Mobile design, User Research, Usability Testing, Field Research, Facilitate Design Sprint Workshop, Information Architecture, User flows, Site Maps, Wire-framing, Prototyping, Accessibility Design, HTML, CSS3, JS, SVG.