


# Bright Tzeng

## Lead Designer

 <https://www.brighttzeng.com>

 brighttzeng@gmail.com

 808.726.9488

 @brighttzeng

## Experience

### Staff Product Designer | Intuit

Dec, 2022 - Present / Mountain View, CA

Led end to end design for 0→1 GenAI-powered developer tools across creation, configuration, debugging, and monitoring, partnering closely with Product and Engineering to define problems, shape roadmaps, and align stakeholders. Designed scalable interaction models and analytics experiences that improved system observability, optimized AI runtime workflows, and increased developer efficiency by 30% across 5,000+ internal developers.

### UX Designer | Amazon

Aug, 2021 - Dec, 2022 / East Palo Alto, CA

Designed data analytics and observability experiences for AWS OpenSearch, creating interactive dashboards and workflows that enabled customers to explore, monitor, and interpret large-scale datasets more effectively, while partnering with Product, Engineering, and Research to evolve core platform capabilities and improve usability for technical users.

### Senior Product Designer | VMware

Apr, 2019 - Aug, 2021 / Palo Alto, CA

Led the search and data visualization design team for networking and security platforms across VMware, designing analytics, anomaly detection, and recommendation workflows that turned complex system data into actionable insights, while influencing platform level UX patterns, mentoring designers, and partnering with engineering leadership on long-term product direction.

### Senior UX Designer | GE

Feb, 2017 - Apr, 2019 / San Ramon, CA

Led design for AI/ML-driven applications within GE's Oil & Gas division, designing a network diagram platform that helped users troubleshoot systems and interpret ML model behavior by bridging complex data, AI outputs, and workflows, while partnering closely with data scientists and engineers to integrate AI capabilities into enterprise data platforms.

### UX Designer | Telenav

Oct, 2015 - Feb, 2017 / Santa Clara, CA

Design lead for predictive in-car systems featured at CES, owning end-to-end experience design for next-generation voice interaction, predictive routing, and autonomous, AI-assisted driving concepts, including human machine interface strategy and interaction models.

### Product Designer | Conntek

May, 2015 - Oct, 2015 / San Jose, CA

UX designer with a focus on creating intuitive and captivating experiences for smart home applications. Adept at interaction design, I was passionate about crafting seamless interfaces that elevate user engagement and simplify complex interactions. With a keen eye for detail and a user-centric approach, I was committed to delivering exceptional products that enrich users' lives in the smart home ecosystem.

## Education

### University of Hawaii at Manoa

BA in Design

### Simon Fraser University

SIAT, Interaction Design

## Skills

### Design

UX strategy  
Design vision  
User flows  
Interaction design  
Experience mapping  
Wireframes  
Prototypes  
Mockups  
Visual design  
Motion design  
3D modeling  
Design systems

### Research

Research planning  
Test script  
User interviews  
Usability testings  
Persona hypothesis  
Competitor analysis

## Tools

### Design

Figma  
Claude  
Builder io  
Lovable  
Cursor  
Adobe design  
Sketch  
Framer  
Principle  
Miro

### Product / Project Management

Jira  
Notion  
Trello  
Airtable  
Slack  
Confluence  
Asana