LU PEI-YUN CHUNG

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EDUCATION

Pratt Institute, New York, United States *New York, NY*
Master of Science in Information Experience Design *Jun 2021*
- Full-Ride Merit Scholarship; Cumulative GPA: 3.925/4.0 (2021).
- Graduate with Highest Honors/Distinction (Circle Award).

National Kaohsiung Normal University, Taiwan *Kaohsiung City, Taiwan*
Master of Fine Art in Visual Design *Jun 2016*
- Academic Excellence Award: 1 First place and 1 Second place; Graduated Thesis Score: 92.0/100.

National Kaohsiung Normal University, Taiwan *Kaohsiung City, Taiwan*
Bachelor of Design in Visual Design *Jun 2013*
- Academic Excellence Award: Secured 3 times First places and 2 times Second places; GPA: 3.91/4.0.
- Awards: Vision Get Wild 2013 Award; HTC 2011 Packaging Awards, Silver Prize.

EXPERIENCE

JPMORGAN CHASE *(293K+ employee financial service)* *New York, NY*
Senior UX Designer (Full-time, contract) *Oct 2022 – May 2023*
- Designed multiple projects, including ACH rules, Access dashboard, Benefit Pricing System pages in desktop version, and Access Mobile design for iOS and Android mobile version.
- ACH Rules: provided designed solutions for bulk generate forms, add/reset/delete flows, pagination, file import, add new data row & grid, hover row micro-interaction status.
- Access Dashboard: workshop collaborate with Microsoft Power BI, designed today's highlights, designed account balance data visualization widgets. Designed notification features for new user setting up flow and back user daily report. Manage notification flow, add new reminder flow, pill-label filters, set up priority order.
- Redesigned Benefit Pricing System:
    1. Suggested to update Bootstrap v5.3 to align the up-to-date user interface and improve overall experience.
    2. Provided design solutions and prototyped interactions for collapsing price point details, simplifying the user flow and reducing user confusion.
    3. Improved the efficiency of the process for deleting and editing existing price points, resulting in a more streamlined and user-friendly system.
    4. Designed and implemented a search and filter user flow, allowing users to easily find the information they need through pressing keyboard enter, using the CTA button search, or clicking on real-time suggested option.
    5. Created the logic to classify identification search and grouping filter, providing a targeted search experience.
    6. Implemented a constraint order principle for alphabet A-Z decrement, numeral, and chronological sequence, improving the usability and accessibility of the system.
- Redesigned Access Mobile App for iOS and Android mobile versions: a banking app that allows users to deposit checks using their mobile devices, while ensuring a secure and user-friendly experience.
- Designed and implemented various features, including:
    1. Welcome landing page, new users sign-up, onboarding flows, back log-in user flows, 2-step (2-factor) authentication (via Email & SMS verify), enable biometric ID (Face ID), quick survey page, pricing plan page, loading page, open Access app from Apple store, home screen widgets, enable notification flows, receive notification badge on home screen locked, iMessage SMS, and email.
    2. Camera capture deposit features: camera scanning front & back of check flows, portrait & landscape orientation capture features, camera keyboard features, auto-detect text flows, recognize check error status, file/edit check page, search & filter, time-picker, retake a new picture flows, notification prompt, enlarge picture.
    3. Profile features: profile avatar, account details, photo, edit email, phone, address, city, regions
    4. Security center: track sign-in devices, active & deactive device, login history & expend prompt, password secure meter features, password constraint, remove devices prompt.
    5. Emergency features: report suspect activities, fraud, identity theft, lock account flows, security instruction, and data privacy, limit sharing information and marketing preference. Provided possible solutions for illustration.
    6. Data Private features: designed setup limit the sharing information and marketing preference.
    7. Visual & branding: competitor analysis, color themes scale, accessibility test, mood boards, logo design, presentation slides, visual identity, accessible typography (legibility, readability & type tracking) for iOS Apple Human Interface Guideline and Android Google Material design (2 & 3 version), iconography – selected properly icons from library: Bootstrap icons v1.10.3, SF Symbols 4.0, Material design icons.

- Proficient in Access Mobile App design process, including: Conducted competitor analysis, created color themes, and developed visual identity and typography that adhere to iOS Apple Human Interface Guideline and Android Google Material design (2 & 3 version).
- Supported and helped My Entitlement iteration, reviewed research, design works. Suggested to update RWD grids. Requested research report of questions, tasks, raw data, methodology and calculation process of analysis result.
- Overall: Discussed with stakeholders and teams. Provided design strategy from discover design problems, pain points, defined spec list, technique restrictions, competitor analysis, exploring color themes, and checked accessible typography and colors, created design checklist. Developed site map, user journey map, and mood boards. Delivered lo-fi prototypes, hi-fi prototypes, micro-interaction and interactive prototypes if needed. Refined final iterations and designed presentations slides.

COMCAST XFINITY *(186K+ employee telecommunications media entertainment)*   *New York, NY*
UXUI Designer III (Full-time, contract)   *Dec 2021 – Sep 2022*
- Designed Always-On App – designed and collaborate with teams with multiple projects: Learn Template Explainer, Advanced Security Explainer, Onboarding Scenario (Happy path and Unhappy path), Post-Activation Scenario.
- Overall: Discussed with Stakeholders and UX designers to confirm the UI and visual alignment to the current design system, principle, and branding language. Layout initial ideas and visuals. Communicate with the 3D modeling designer and illustration designer to refine the final design. Provide UI spec for development. Iterate the design based on feedback from the UX usability testing and research.

VANGUARD GROUP *(17.6K+ employee financial service)*   *New York, NY*
User Experience Designer (Full-time, contract)   *Aug 2021 – Nov 2021*
- Designed MPM (401K investment platform) Dashboard, Support center prototypes, UXUI reviews.

CENTER FOR DIGITAL EXPERIENCES AT PRATT INSTITUTE *(Education training)*   *New York, NY*
User Experience Researcher, Designer, and Data Analytics Consultant   *Sep 2019 – Jun 2021*
Lead Designer of UX Projects for Selected Clients:
New York Cares, Sue Rock Originals, Archivists Round Table.
Overall services: Provide User Research, Digital Analytics, Usability Evaluation, and Experience Design. In charge of design works: created graphics, charts, mock-ups, prototypes, reports, and slides.
- Aligned stakeholder expectations by defining goals/scope, KPIs, and timeline.
- Leveraged insights from different qualitative and quantitative research methods to explore opportunities and confirm design solutions.
- Provide final deliverables in the form of formal reports, slides, presentations, prototypes, or dashboards.

KRONOS RESEARCH INC. *(30+ employee blockchain startup)*   *Taipei, Taiwan*
UXUI Designer   *Feb 2019 – May 2019*
- **Lead Project & Front-End Developer of Career Site:** Implemented a GUI and photography for the page.
- **Lead Project of Virtual Currency Wallet MVP:** Designed prototype for Page View with a full-stack engineer.

SHOPLINE INC. *(100+ employee E-commerce startup)*   *Taipei, Taiwan*
User Experience Designer   *Feb 2017 – Apr 2018*
- **Lead Project of Merchant App:** Built up a GUI and prototype for MVP with an iOS engineer. Conducted TestFlight usability test and iterated the product.
- **Lead Project of POS (Point of Sale) System:** Designed MVP with an iOS engineer for key customers.
- **Admin, CRM Platform, & Storefront Website in UX teams of 2-3:** Provide design solutions, prototypes and managed design system. Implemented the following tasks:
- Created and revamped over 50 features (1 to 2 projects per week).
- Ran scrum workflow with engineers, product managers, and quality assurance.
- Collaborated with x-functional team, Product and Sales, to establish customized storefront websites.
- Delivered visual design, branding, and print design for marketing teams.

AI GROUP CORP. *(100+ employee architecture company)*   *Taipei, Taiwan*
User Interface Designer   *Oct 2016 – Dec 2016*
- **Lead Project & Front-End Developer of Admin Dashboard:** Built up a GUI following Bootstrap grids and guidelines.
- **Lead Project of Building App:** Designed prototypes for MVP with a full-stack engineer for Android system.

TECHGIANT ART TECHNOLOGY INC. *(10+ employee robot technology company)*   *Taipei, Taiwan*
User Interface Designer   *Feb 2016 – Aug 2016*
- **Lead Project of Branding:** Implemented logo, color palette, typography.
- **Lead Project of Robot App & Website:** Devised GUI/VUI, illustration, photography, and prototypes.

FREELANCE DESIGNER   *Taiwan & Worldwide*
Unicorn Designer (Skilled in design, visual design, and coding.)   *Sep 2009 – Present*
- **Visual Design:** logo, postcard, poster, typography, video editing, animation.
- **2D and 3D Computer Graphics:** 3D modeling, texture rendering, lighting.
- **Exhibition Design:** visual identity, animation video, space design, publication.

SERVICES

What I do through my design process:
- Create design concepts and drawing down initial ideas with strategic thinking to determine the best solution for the product.
- Identify and suggest product improvements to meet needs and changing from customer preferences.
- Set design requirements based on information from internal teams and marketing user research.
- Perform research and conduct usability testing on product technologies and structures to implement into design concepts.
- Coordinate with other design team members to ensure consistent and accurate communication.
- Present product design ideas to cross-functional teams and senior leadership.

What I bring with my design solution:
- Proven experience in all phases of the design process including user research, wireframing, prototyping, visual design, interaction design, and usability testing.
- Create mobile-friendly and innovative products aligning to design principle and technical practice for multi-platform: desktop, iPad, mobile, iOS or Android.
- Excellent attention to detail, high quality, and aesthetic design.
- A well-rounded portfolio of client work, demonstrating a strong understanding of client objectives, feature roadmap, and market segment.
- An intuitive eye and or customer needs beyond the obvious.
- Ability to proactively collect and interpret qualitative and quantitative feedback.
- Provide assistance of coding skills to product engineers when needed.
- Keep passion, vision, inspiration, and judgment about UX and UI trends.
- Recommend new tools and technologies by staying abreast of the latest trends and techniques.

SELECTED SKILLS

Prototyping Tools: Figma [3+ years], Sketch [5+ years], InVision, AdobeXD, Framer, Zeplin, InVision, Principle.
Design Tools: Adobe CC [10+ years] (Photoshop, Illustrator, Lightroom, InDesign, Premiere, After Effects, Flash), Spark AR Studio, Autodesk Maya, Vectary 3D, Mozilla Hub.
UX/UI Design: Design Thinking, Brainstorming, Storytelling, User flows, Wireframes, Low-Fidelity and High-Fidelity Prototypes, Motion UIs, App/Web Design, Web Content Accessibility Guidelines (WCAG), User-Centered Design (UCI), iOS Design Guidelines, Minimum Viable Product (MVP), Point-of-Sale (POS) System, VUIs, Chatbots, AR/VR/XR, Interaction Design, Emotional Design, Inclusive Design, UX Law.
UX/UI Research: Five Ws, Scenarios, Storyboards, Personas, User Journey Map, Competitors Analysis, SWOT Analysis, Card Sorting, Affinity Diagram, Tree Testing, Site Map, Information Architecture.
Coding Skills: HTML/5 [5+ years], CSS/3 [5+ years], JavaScript [1+ year], Responsive Website Design, Bootstrap, Font Awesome, Git, Sublime; Elective Courses: SQL, Anaconda, Jupyter, Python, Machine Learning.
Digital Analytics: Social Media Analytics, SEO Audit (Benchmarking), Google Data Studio, Google Analytics, MozBar, Woorank, Semrush, PageSpeed Insights, Mobile-Friendly Test, Accelerated Mobile Pages (AMP) Test.
Design Skills: Product Design, Graphic Design, Illustration, Branding, Logo Design, Typography Design, Visual Identity, Poster Design, Package Design, Print Design, Photography, Photo/Video Editing, 3d Modeling, Animation, Color Theory, Gestalt Psychology, Minimalist Design, Material Design, Systems Design.
Research Methods: Interviews, Observations, Questionnaires, Heuristic Evaluations, Design Critique, Usability Test, Moderated/Unmoderated Remote Test, Pilot Test, UserZoom, UserTesting.
Languages: Native in Mandarin; Fluent in English.