

Pei-Yun (Lu) Chung



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EDUCATION

Pratt Institute, New York, United States

New York, NY

Master of Science in Information Experience Design (Full-time; onsite [1 yr], remote [1 yr] student)

Sept. 2019 – June 2021

- GPA: 3.925/4.0 (Spring 2021); Cumulative GPA: 3.856/4.0 (2019-2021)
- Awarded Full-Ride Merit-Based Scholarship from Information Science Admissions Office (Feb. 2019)
- Graduated with Pratt Institute's Academic Honor/Distinction and the "Circle Award" (June 2021)

National Kaohsiung Normal University, Taiwan

Kaohsiung, Taiwan

Master of Fine Arts in Visual Design (Full-time; onsite student)

Sept. 2013 – June 2016

- Graduated Thesis Score: 92.0/100
- Academic Excellence Award: 1 First place, 1 Second place

National Kaohsiung Normal University, Taiwan

Kaohsiung, Taiwan

Bachelor of Design in Visual Design (Full-time; onsite student)

Sept. 2009 – June 2013

- Cumulative GPA: 3.91/4.0
- Academic Excellence Award: Secured 3 First place, and 2 Second place awards

Kaohsiung Municipal Kaohsiung Girls' Senior High School

Kaohsiung, Taiwan

High School Diploma (Full-time, onsite student)

Sept. 2006 – June 2009

- Admission Examination: Basic Competence Test for Junior High School Students in 2006
 - Registration Distribution No. 12021016; Admission ID No. 112031925
 - Test Session: 1st Administration; Total Score: 270/300; Percentile Rank: PR99-97
 - Subject Scale Score - Chinese Language: 56/60; English Language: 60/60 (full score); Mathematics: 52/60; Social Studies: 53/60; Natural Sciences: 49/60. Non-scoring Subject - Composition/Essay: 6/6 (full score)

EXPERIENCES

JPMorgan Chase & Co. (Investment banking company; 293K+ employees)

New York, NY

Senior UX Designer/Consultant: Full-time; hybrid work. Contract of Cella Inc. & Randstad USA LLC

Oct. 2022 – May 2023

- Overall: Engaged with stakeholders. Identified design strategies, devising UX flows, GUIs, copywriting, prototypes, and slides. Recommended new developing tools and technologies by staying informed of the latest UX/UI trends and techniques.
- Responsible for Access platform projects: Automated Clearing House (ACH) Rules page, Dashboard, Benefit Pricing System, Access app mobile (iOS/Android), and My Entitlement page. Utilized Figma design software.
 - ACH Rules page: Designed call-to-action buttons on bulk form generation, add/reset/delete form, pagination, spreadsheet Excel file import, add new rows/grids, and the hover row micro-interactions.
 - Access Dashboard: Collaborated with Microsoft Power BI team to create user journey maps. Designed dashboard widgets, inbox/notification column, and charts of data visualization in high-fidelity monochrome prototypes.
 - Benefit Pricing System: Advised engineers on the latest Bootstrap v5.3. Implemented logic rules on search/classification, and filter features in constraint order, including alphabet A-Z increment/decrement, numeral, and chronological sequences.
 - Access iOS/Android app: Designed UX flows, and GUIs, including features onboarding, two-step authentication, biometric ID, camera-captured deposit, profile management, and security center.
 - My Entitlement page: Reviewed research and design. Advised on the renewal of responsive web design (RWD) grids.

Comcast Corporation (Telecommunications company; 186K+ employees)

New York, NY

UX/UI Designer III: Full-time; remote work. Contract of Cella Inc.

Dec. 2021 – Sept. 2022

- Responsible for projects on visual: Always-On App, Onboarding (happy & unhappy paths), Post-Activation Scenario, Learn Template Explainer, and Advanced Security Explainer. Employed Adobe Creative Suite, Figma, and Sketch design software.
 - Created visual strategies, illustrations, videos, and selected photographs. Collaborated with stakeholders and UX designers.
 - Worked with a 3D artist and an illustrator, ensuring final deliverables aligned with the design system and branding language.
 - Provided HTML5 and CSS3 specifications and guidelines for engineering teams on iOS and Android system development.
 - Promoted embedding video on the Confetti page, prioritizing visual quality in a faster and smoother loading experience.
 - Advocated modifying image placeholder anchor points and hierarchy to ensure fixed positioning on screens of various sizes.
 - Iterated the final prototypes or products based on feedback from UX usability testing and research reports.

Vanguard Group. (Investment management company; 17.6K+ employees)

New York, NY

User Experience Designer: Full-time; remote work. Contract of Cella Inc.

Aug. 2021 – Nov. 2021

- Constructed the 401K Investment Dashboard and Support Center Page, designing UX flows, GUIs, texts, and prototypes.
- Tackled pain points with solutions and prototypes. Conducted design reviews. Applied InVision, and Sketch design software.

Center for Digital Experiences at Pratt Institute (Private university; established in 1887)

New York, NY

User Experience Researcher, Designer, and Data Analytics Consultant

Sept. 2019 – June 2021

NYC-based local clients: New York Cares, Sue Rock Originals, and Archivists Round Table.

- Overall services: Provide User Research, Digital Analytics, Usability Evaluation, and User Experience and Interface Design.
- Leveraged Microsoft Office Suites, Google Workspace, Adobe Creative Suite, Figma, and Sketch design software.
- Responsible for design deliverables and reports, including graphics, charts, dashboards, prototypes, and presentation slides.
 - Aligned stakeholder expectations by defining project goals, scope, KPIs, and timelines.
 - Evaluated insights from qualitative and quantitative research methodologies to explore potential opportunities.
 - Diagnosed pain points and validated solutions, while presenting research findings and recommendations.

Kronos Research Inc. (Blockchain startup company; 30+ employees)

Taipei, Taiwan

UX/UI Designer: Full-time; onsite work

Feb. 2019 – May 2019

- Responsible for Digital Wallet in mobile web app design: Collaborated with a full-stack engineer and stakeholders. Providing hi-fi prototypes for the minimum viable product (MVP) on alpha testing. Used InVision and Sketch design software.
- Responsible for career page: Built website, including design and photography. Coded with HTML5 and CSS3.
- Responsible for business cards, and brochure design from digital creation to print design.

Shopline Inc. (E-commerce startup company; 100+ employees)

Taipei, Taiwan

User Experience Designer: Full-time; onsite work

Feb. 2017 – Apr. 2018

- Responsible for Merchant App and iPad POS (Point-of-Sale) System: Engaged Sketch, Invision, and Zeplin design software. Devised UX flows, GUIs, and prototypes for MVP development. Collaborated with an iOS engineer and stakeholders. Conducted TestFlight usability tests and iterated on the product.
- Contributed to Admin Platform and Standardized Storefront Website in UX teams of 2 to 3:
 - Enhanced UX flows, and GUIs based on multiple research methods such as competitors analysis, pros and cons.
 - Managed the design system/principle library, including semantic colors, and developed Dos and Don'ts guidelines.
 - Developed and revamped over fifty features for the merchant's admin platform, averaging 1 to 2 weekly.
 - Reviewed the final design in the development or production stage, inspecting RWD, HTML5, and CSS3.
 - Executed scrum workflows with engineers, product managers, and quality assurance teams.
 - Assessed clients' feedback with Customer Success teams received from the CRM system, Intercom.
 - Collaborated with cross-functional teams to establish customized storefront websites and pricing plan pages.
 - Provided visual design, branding, and print design support for the Sales and Marketing teams.

AI Group Corp. (Architecture company; 100+ employees)

Taipei, Taiwan

User Interface Designer: Full-time; onsite work

Oct. 2016 – Dec. 2016

- Responsible for Admin Dashboard front-end development design: Coded with HTML5, CSS3, and Bootstrap framework.
- Responsible for Jut Building app design and Jut Art Museum opening website: Designed logo, visual identity, and prototypes. Implemented Sketch design software and Bootstrap framework. Collaborated with full-stack engineers and stakeholders.

Techgiant Art Technology Inc. (Technology company; 10+ employees)

Taipei, Taiwan

User Interface Designer: Full-time; onsite work

Feb. 2016 – Aug. 2016

- Responsible for the "Robelf", a robot product brand: Worked on logos, color scheme, UI elements, typeface, and relevant design materials. Deployed Adobe Photoshop, Illustrator, and Sketch design software.
- Responsible for the "Robelf" app and website: Devised homepage UX, UI, icons, illustrations, animations, and photographs.
 - Developed interactive and dynamic prototypes using Framer.js, a framework based on JavaScript, to write code.
 - Collaborated with a full-stack engineer on the RWD development in desktop and mobile versions. Released the website on Indiegogo, Inc., an American crowdfunding platform.

SIGNIFICANT HONORS**Accuracy Certificates/Bilingual Credentials** (15 merits chosen; reverse chronology)

Taiwan & Worldwide

Recognition and achievements in Sciences, Arts, and Designs

2001 – 2020

- Thesis, Research, and Publication
 - 2020 Chosen posting project, "AI Mock Interview" in Emotional Design and UX Research featured on the Pratt Institute UX Professionals Association account "UXPA@Pratt" on Instagram, a social media platform owned by Meta/Facebook Inc.

- 2016 Master of Fine Arts Thesis, “A Semiotics Study of France The Little Prince Computer-Animated Television Series.”
- 2013 Publication. Collaborated with four partners to publish “Ingenuity - The Crossing Over of Design Between North & South,” released by “New Era Publisher, Arts & Design Co., Ltd.” in Taiwan. ISBN: 978-986-6142-33-8.
- Award and Exhibition
 - 2016 Selected for Admission qualification. Chosen by Taiwan Ministry of Education (MOE) for the “105th Art and Design Elite Overseas Training Program Visual Communication Design Group Training Camp Admission List.”
 - 2016 Selected for Ranking List. Chosen by Taiwan Ministry of Education (MOE) for the “105th Art and Design Elite Overseas Training Program Visual Communication Design Group Domestic Workshop Results Ranking List.”
 - 2013 Excellent Award. Collaborated with four partners to organize the “Ingenuity” exhibition for the Taiwan University Design Fair, Vision Get Wild. Responsible for Space Design, including Lighting and Animations. Honored by the Bureau of Industrial Parks, Ministry of Economic Affairs, and Kaohsiung Software Park Consortium. The exhibition was also honored with the First Place at the 102nd Graduated Exhibition in Visual Design at the National Kaohsiung Normal University.
 - 2012 Selected Award. Poster Design “Festive Reunion” clinched the NKNU Department of Visual Design Exhibition.
 - 2011 Special Selection Award. Earned the 3D Computer Graphics Competition organized by So-Easy International Corp., Ltd.
 - 2011 Merit Award. Achieved the Graphic Design Competitions of “A New Vision of Asian Culture - International Design Conference & Workshop of Culture Creative Industry.”
 - 2011 Silver Prize. Smartphone packaging design “Pop-up the Desire” won the “Believing Packaging Design Competition” in Taiwan, held by the Print Company “Dragon Jumping Group” for the HTC Corporation (High Tech Computer Corporation), a consumer electronics company founded by Cher Wang (Chairperson, founder & CEO, also the owner of HTC Vive).
 - 2010 Selected Certificate. Esteemed at the “NKNU Visual Design Department Teachers and Students Joint Exhibition.”
 - 2004 Silver Prize. Awarded “The Pingtung County 93rd Student Art Exhibition Junior High School Art Class Competition” acknowledged by Pingtung Acting County Magistrate, Mr. Ying-Wen Wu.
 - 2001 Distinction Award. The painting artwork “Swinhoe's Pheasant” was acclaimed at “The 54th World School Children's Art Exhibition in Japan” hosted by the Association for Education Through Art Exhibition of the Republic of China (now referred to as the Association for Education through Art Exhibition in Taiwan).
 - 2001 Bronze Prize. Presented “The 90th Pingtung County Student Art Exhibition” recognized by Pingtung County Magistrate, Mr. Jia-Chyuan Su, in the elementary school senior art class competition group.
 - 2001 Selected Award. Commended “The 90th National Art Competition Elementary School Senior Art Class” praised by the Minister of Education in Taiwan, Mr. Chih-Lang Tseng.

SELECTED SKILLS

Prototyping Tools: Figma [5+ years], Sketch [5+ years], Adobe XD, InVision, Framer, Zeplin, and Principle.

Design Tools: Adobe CC [10+ years] (Photoshop, Illustrator, Lightroom, InDesign, Premiere, After Effects), Spark AR Studio, Autodesk Maya, Vectary 3D, Google Analytics, Sublime Text, and Jupyter.

Design Skills: Product Design, Graphic Design, Illustration, Brand/Visual Identity/Logo Design, Typography, Layout/Composition, System/Guideline/Principle Design, Photography, Graph/Panorama/Video Editing, 3D Modeling, Texture, Lighting, Rendering, Animation, Poster Design, Package Design, Print/Publication Design, Display/Exhibition/Space Design, AI Image/Video Generator, Traditional Painting, and Technical Drawing.

Coding Skills: HTML5 [5+ years], CSS3 [5+ years], JavaScript, Framer.js, RWD, Bootstrap, Git, and Python [entry-level].

UX/UI Design: Design Thinking, Brainstorming, Storytelling, User flows, Wireframe, Low-Fidelity and High-Fidelity Prototype, Motion UIs, App Design, Website Design, Web Content Accessibility Guidelines (WCAG), Human Interface Guidelines (iOS), Material Design Guidelines (Android), Minimum Viable Product (MVP), Point-of-Sale (POS) System, Chatbots, AR/VR/XR, Interaction Design, Micro-Interaction Design, Emotional Design, Inclusive Design, and UX Laws.

UX/UI Research: Five Ws, Scenario, Storyboard, Personas, User Journey Map, Competitors Analysis, SWOT Analysis, Card Sorting, Affinity Diagram, Tree Testing, Site Map, Gestalt Psychology, Color Theory, Information Architecture, Interview, Observation, Questionnaire, Qualitative and Quantitative Data Analysis, Heuristic Evaluation, Design Critique and Review, Usability Test, Moderated/Unmoderated Remote Test, Pilot Test, and Guerrilla Test.

Digital Analytics: Social Media Analytics, SEO Audit (Benchmarking), Google Data Studio, Google Analytics, Google Spreadsheets, MozBar, Woorank, Semrush, PageSpeed Insights, Mobile-Friendly Test, and Accelerated Mobile Pages (AMP) Test.

Languages: Native or Bilingual Proficiency in Mandarin; Professional Working Proficiency in English.

