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 of Cella.Inc)   *Oct 2022 – May 2023*
- **Designed multiple projects with Figma**. Including ACH rules, Access dashboard, Benefit Pricing System pages in desktop version, and Access Mobile design for iOS and Android mobile versions.
- 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 and designed data visualization widgets.
- Redesigned Benefit Pricing System. Updated Bootstrap v5.3. versio. Designed search and filter user flow. Created the logic to classify identification search and grouping search. Provided constraint order principle for alphabet A-Z increment/decrement, numeral and chronological sequence.
- Redesigned & Branding Access Mobile App for iOS and Android. Delivered features including: onboarding flow with 2-step authentication, biometric ID. Camera capture deposit features. Profile and Security Center.
- Supported and helped My Entitlement iteration, reviewed research, design works. Suggested RWD grids.
- Overall: Discussed with stakeholders. Provided design strategy, delivered prototypes. Designed presentation. Recommend new tools and technologies by staying abreast of the latest trends and techniques.

COMCAST XFINITY *(186K+ employee financial service)*   *New York, NY*
UXUI Designer III (Full-time, contract of Cella.Inc)   *Dec 2021 – Sep 2022*
- **Designed Always-On App with Figma & Sketch**. Teamwork multiple projects: Learn Template Explainer, Advanced Security Explainer, Onboarding Scenario (Happy & 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 with HTML5 & CSS3** 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 of Cella.Inc)   *Aug 2021 – Nov 2021*
- **Reponsive for Design 401K Investment Dashboard with Figma, Sketch**, Support Center, 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*
Reponsive for UX Design with Figma, Sketch, HTML5, CSS3 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*
- **Led Project & Developed HTML5 & CSS3 for Career Site:** Built website, Implemented GUIs & photography.
- **Responsible in design Virtual Currency Wallet MVP with Sketch:** Collaborated with a full-stack engineer.

SHOPLINE INC. *(100+ employee E-commerce startup)* *Taipei, Taiwan*
User Experience Designer *Feb 2017 – Apr 2018*
- **Led Project of Merchant App with Sketch:** Built up a GUI and prototype for MVP with an iOS engineer. Conducted TestFlight usability test and iterated the product.
- **Led Project of POS (Point-of-Sale) System with Sketch:** Designed MVP for iPad with an iOS engineer. Gathering feedback from key customers.
- **Admin, CRM Platform, & Storefront Website in UX teams of 2-3:** Provided GUI and User Research and Experience Design. Managed Design Principle Library. Implemented the following tasks:
- Created and revamped over 50 features with sketch (1-2 projects weekly), **checked RWD, HTML5 & CSS3.**
- Ran scrum workflow with engineers, product managers, and quality assurance.
- Responsible in x-functional teams 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*
- **Led Project & Developed Admin Dashboard with HTML5 & CSS3:** Built GUIs with Bootstrap guidelines.
- **Led Project of Building App with Sketch:** Designed prototype for Android MVP with a full-stack engineer.

TECHGIANT ART TECHNOLOGY INC. *(10+ employee robot technology company)* *Taipei, Taiwan*
User Interface Designer *Feb 2016 – Aug 2016*
- **Led Project & Branding with Sketch:** Implemented logo, color palette, typography.
- **Led Project of Robot App & RWD Website of HTML5 & CSS3:** Devised GUI/VUI, illustration, photography, and prototypes with Framer.js. Collaborated with a full-stack engineer.

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.

SELECTED SKILLS

Prototyping Tools: Figma [5+ years], Sketch [5+ years], InVision, Adobe XD, Framer, Principle.
Design Tools: Adobe CC [10+ years] (Photoshop, Illustrator, Lightroom, InDesign, Premiere, After Effects), Spark AR Studio, Autodesk Maya, Vectary 3D.
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), iOS Design Guidelines, Minimum Viable Product (MVP), Point-of-Sale (POS) System, VUIs, Chatbots, AR/VR/XR, Interaction Design, Micro-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, Framer.js, RWD, Bootstrap, Git.
Digital Analytics: Social Media Analytics, SEO Audit Report (Benchmarking), Google Data Studio, Google Analytics, Google Spreadsheets, 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, Layout & Composition, Gestalt Psychology, Material Design, Design Systems.
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.