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New York, NY

# Lu Pei-Yun Chung

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## EDUCATION

**Pratt Institute, New York, USA**

**Master of Science in Information Experience Design (GPA: 3.767/4.0)**         Sept. 2019 - Present

- Pratt Institute Merit Scholarship.

**National Kaohsiung Normal University, Taiwan**

**Master of Fine Arts in Visual Design (Thesis: 92.0/100.0)**         Sept. 2013 - Jun. 2016

- Academic Excellence Award: secured one gold medal and one silver medal for overall excellence.

**Bachelor of Design in Visual Design (GPA: 3.91/4.0)**         Sept. 2009 - Jun. 2013

- Academic Excellence Award: secured three gold medals and two silver medals for overall excellence.
- Awards: Ingenuity (Vision Get Wild Award, 2013), Pop-up Desire (HTC Packaging Awards, Silver Prize, 2011)

## EXPERIENCE

**Designer - Kronos Research Inc., Taipei**         Feb. 2019 - May. 2019

- Devised Career web design including visual design, front-end developing and commercial photography.
- Directed visual design of Wallet App interfaces, prototypes, and created graphic materials of the final presentation.

**UX Designer - Shopline Inc., Taipei**         Feb. 2017 - Apr. 2018

- Designed Merchant App iOS interfaces and conducted prototype interaction testing.
- Prototyped new POS (Point of Sale) system and devised the user flow of the transaction process, product inventory, and order management as the service of e-commerce shop and in-store business.
- Revamped the Admin platform and standard storefront website with hi-fi prototypes on desktops, tablets, and mobile.
- Compiled Design Guideline to be consistent with the current system and the principle of product interface improvement.
- Designed customized storefront website and prototyped new screens across desktop and mobile devices.

**UI Desinger - AI Group Corp., Taipei**         Oct. 2016 - Dec. 2016

- Devised front-end website design for the big opening campaign of JUT art museum.
- Created the interfaces of JUT App with the features including visitor reservation service, employee management and gym booking system for JUT Land Development Group.

**UI Designer - Techgiant Inc., Taipei**         Feb. 2016 - Aug. 2016

- Innovated visual identity of the project Robelf, the design is primarily used in the crowdfunding campaigns.
- Devised touchscreen interfaces and voice user interfaces with hi-fi prototypes for the tablet and mobile of Robelf mechanic products on Indiegogo.
- Organized and planned Robelf web design including the related graphic illustration and commercial photography, and prototyped the final solution for the website development.

## SELECT SKILLS

**UX/UI Design:** User flows, Wireframes, Low-Fidelity/High-Fidelity Prototypes, Motion UIs, App/Web Design, Web Content Accessibility Guidelines (WCAG), VUIs, Emotional Design.

**UX/UI Research:** Five Ws, Scenarios, Personas, User Journey Map, Competitors Analysis, Card Sorting, Tree Testing, Site Map, Information Architecture.

**Research Methods:** Interviews, Observations, Questionnaires, Heuristic Evaluations, Design Critique, Usability Test, Moderated/Unmoderated Remote Test.

**Digital Analytics:** Social Media Analytics, SEO Audit Analysis, Benchmarking, Google Data Studio, Google Analytics, Google Spreadsheets.

**Prototyping Tools:** Sketch, Figma, InVision, Adobe XD, Framer, Axure, Balsamiq, Zeplin, Origami Studio, User Flows Diagram, Wireframing, Lo-fi/Hi-fi Prototyping, Motion UIs.

**Digital Analytics:** Social Media Analytics, SEO Audit Analysis, Benchmarking, Google Data Studio, Google Analytics.

**Design Skills:** Adobe CC (Photoshop, Illustrator, Lightroom, InDesign, Premiere, After Effects, Flash), Autodesk Maya, branding, Photography, Photo/Video Editing, 3d Modeling, Spark AR studio.

**Coding Skills:** HTML/5, CSS/3, JavaScript, Responsive Website Design, Bootstrap, Font Awesome, Google Fonts, Git, GitHub, SQL, Python.

**Traditional Media:** Pen/marker drawing, Pastel art, Watercolor, Acrylic painting, Oil painting.