Dear Hiring Manager,

My name is Pei-Yun (Lu) Chung, and I am currently studying Information Experience Design at the Pratt Institute. I plan to graduate this spring semester. (Last day is May 13, 2021). I read the opportunity description for the UX, UI, and Product Design relevant position with great interest and would like to give you a brief overview of my skill set.

Working with consumer-focused product companies, SaaS, and b2b & b2c platforms, I have 3 years of working experience in UX, UI, 2 years of UX Researcher and Designer Consulting, besides 10+ years in Visual Design which including 3D Modeling, Animation, and Video Editing. I specialize in HCI (human-computer interaction) and GUI (graphical user interface) for websites and Apps. I believe my education and experience make me a competitive candidate for the position. As shown in my resume, I was three years of experience as a UX/UI designer from Taiwan (Feb. 2016 - Apr. 2019).

- [Ecommerce Platforms](): admin platform and [storefront websites]()
- [POS System Design](), [Ecommerce App]()
- [Web Design](), [UI Design]()
- [Web Coding Skills, App Design]()
- [Motion UI & Interaction Prototypes]()
- [Visual Design & Computer Graphics]()
- [Archive design portfolio 2009-2015]()
- See more design works on my [Website](), [Dribble]().

During my master's degree in Information Experience Design at the Pratt Institute (Sep. 2019 - Present) and I had the opportunity for industrial experience and led the project design as below.

- [Speculative Design Project](): Create a MR/AR/VR product for green energy.
- [Emotional Design Project](): Design process from research to final product.
- [UX Research](): Usability Theory & Practice, heuristic evaluation, usability testing.
- [Digital Product Design](): Design process from research to final product.
- [Information Architecture & Interaction Design](): interview, observation, questionnaire, affinity diagram, and competitive review, card sorting, tree testing, and site maps.
- [Digital Analytics](): Google Analytics & Google Data Studio, and the SEO Audit method to understand users and their behaviors on the website, mobile, and social media.

I have a great ambition to join a team where I can contribute my knowledge and strength.
Please feel free to contact me at:
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Cell: (347)-893-7372

Thank you very much for your time and consideration, and I am looking forward to hearing from you.
Sincerely,
Lu Pei-Yun Chung | [Website]() | [Dribbble]() | [LinkedIn]()