



Lu Chung

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Visual Design
UX & UI Design
Research Theory
Digital Analytics
HTML5, CSS3

LU PEI-YUN CHUNG

UX, UI, and Product Designer

Working with consumer-focused product companies, SaaS, and B2B & B2C platforms, I have 5+ years of experience in UX, UI, besides 10+ years in Visual Design. I specialize in HCI and GUI for websites and Apps.

EXPERIENCE

User Experience Researcher, Designer, and Data Analytics Consultant - Center for Digital Experiences at Pratt Institute, New York, USA

Sep 2019 - Present

Selected Clients: New York Cares, Sue Rock Originals, Archivists Round Table.
Overall services: Provide User Research, Digital Analytics, Usability Evaluation, and Experience Design.
• 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, and presentations, prototypes, or dashboards.

Feb 2019 - May 2019

Designer - Kronos Research Inc., Taiwan

Developed Career Site front-end, design, photography. Directed visual design of Wallet MVP, UIs, prototypes.

Feb 2017 - Apr 2018

UX Designer - Shoptline Inc., Taiwan

Designed Merchant App, conducting the usability test. Delivered UIs of POS (Point of Sale) system. Revamped the Admin platform and storefront website. Compiled design guidelines and design principles. Designed customized websites on desktop and mobile.

Oct 2016 - Dec 2016

UI Designer - AI Group Corp, Taiwan

In Charge front-end, web design, and App UIs design.

Feb 2016 - Aug 2016

UI Designer - Techgiant Art Tech Inc., Taiwan

Devised product brand design, tangible UIs, and VUIs. Designed web design, graphic illustration, photography.

EDUCATION

Pratt Institute, New York, United States

Sep 2019 - Present

M.S. in Information Experience Design
GPA: 3.85/4.0, Full-Ride Merit Scholarship.

National Kaohsiung Normal University, Taiwan

Sep 2013 - Jun 2016

M.F.A. in Visual Design
Graduated Thesis Score: 92.0/100.0, 1 First place

Sep 2009 - Jun 2013

B.Des. in Visual Design
GPA: 3.91/4.0, 3 First places and 2 Second places.

SELECT SKILL

User flows, Wireframes, Prototypes, Motion UIs, App, Web Design, WCAG, VUIs, Emotional Design.
Five Ws, Scenarios, Personas, User Journey Map, Competitors Analysis, Card Sort, Tree Test, Site Map.
Interviews, Observations, Questionnaires, Heuristic Evaluations, Design Critique, Usability Testing.
Social Media Analytics, SEO Audit Report, Google Data Studio, Google Analytics, Google Spreadsheets.