

# LU PEI-YUN CHUNG

New York, NY | P: +1 3478937372 | [lu.pychung@gmail.com](mailto:lu.pychung@gmail.com) | [linkedin.com/in/luchung](https://www.linkedin.com/in/luchung) | [luchung.github.io/](https://luchung.github.io/)

## 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).

### National Kaohsiung Normal University, Taiwan

Kaohsiung City, Taiwan

*Master of Fine Art in Visual Design*

Jun 2016

- Full-Ride Merit Scholarship (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

- Full-Ride Merit Scholarship. 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

### CENTER FOR DIGITAL EXPERIENCES AT PRATT INSTITUTE (*Education Training*)

New York, NY

*User Experience Researcher, Designer, and Data Analytics Consultant*

Sep 2019 – Jun 2021

#### Lead Designer of UX Projects 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

*Unicorn Designer (Skilled in design, visual design, and coding.)*

Feb 2019 – May 2019

- **Lead Designer & Front-End Developer of Career Site:** Implemented a GUI and photography for the page.
- **Lead Designer of Virtual Currency Wallet MVP:** Designed a GUI, prototype for Page View with a full-stack engineer.

### SHOPLINE INC. (*100+ employee E-commerce startup*)

Taipei, Taiwan

*User Experience Designer*

Feb 2017 – Apr 2018

- **Lead Designer of Merchant App:** Built up a GUI and prototype for MVP with an iOS engineer. Conducted TestFlight usability test and iterated the product.
- **Lead Designer of POS (Point of Sale) System:** Designed MVP for new app concept, gathering feedback from over 30 key customers.
- **Admin, CRM Platform, & Storefront Website in UX teams of 2-3:** Provide GUI and User Research and Experience Design. Managed Design Principle Library. Implemented the following tasks:
  - Created and revamped over 50 features (1 to 2 projects per week).
  - Ran scrum workflow with engineers, product managers, and quality assurance.
  - Drove historic Click-Through Rates, crushing quarterly Objectives and Key Results by more than 15% improvement.
  - Renovated e-commerce website with an eye to world-class UX, generating 10% more lead forms by removing friction from the submission process.
  - Led x-functional collaboration between Product teams and Sales teams to establish the company's 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

- **Lead Designer & Front-End Developer of Admin Dashboard:** Built up a GUI following Bootstrap grids and guidelines.
- **Lead Designer of Building App:** Designed a GUI and prototype for MVP with a full-stack engineer for Android system.

### TECHGIANT ART TECHNOLOGY INC. (*10+ employee robot technology company*)

Taipei, Taiwan

*User Interface Designer*

Feb 2016 – Aug 2016

- **Lead Designer of Branding:** Implemented logo, color palette, typography.

- **Lead Designer of Robot App:** Devised tangible GUI and VUI.
- **Lead Designer of Robot Website:** Designed graphic illustration, photography, GUI, and interactive prototypes. Increased sales to \$3 million in 2016.

## **FREELANCE DESIGNER**

*Unicorn Designer (Skilled in design, visual design, and coding.)*

*Taiwan & Worldwide  
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.

## **SERVICES**

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### **What I do through my design process:**

- Create design concepts and drawing down initial ideas with strategic thinking to determine the best solution for the product.
- Identify and suggest product improvements to meet needs and changing from customer preferences.
- Set design requirements based on information from internal teams and marketing user research.
- Perform research and conduct usability testing on product technologies and structures to implement into design concepts.
- Coordinate with other design team members to ensure consistent and accurate communication.
- Present product design ideas to cross-functional teams and senior leadership.
- Stay up to date on current industry trends and market conditions.

### **What I bring with my design solution:**

- Proven experience in all phases of the design process including user research, wireframing, prototyping, visual design, interaction design, and usability testing.
- Create mobile-friendly and innovative products aligning to design principle and technical practice for multi-platform: desktop, iPad, mobile, iOS or Android.
- Excellent attention to detail, high quality, and aesthetic design.
- A well-rounded portfolio of client work, demonstrating a strong understanding of client objectives, feature roadmap, and market segment.
- An intuitive eye and or customer needs beyond the obvious.
- Ability to proactively collect and interpret qualitative and quantitative feedback.
- Provide assistance of coding skills to product engineers when needed.
- Keep passion, vision, inspiration, and judgment about UX and UI trends.
- Recommend new tools and technologies by staying abreast of the latest trends and techniques.

## **SELECTED SKILLS**

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**Prototyping Tools:** Sketch [5+ years], Figma, InVision, Adobe XD, Framer, Axure, Balsamiq, Zeplin, Origami Studio, User Flows Diagram, InVision Studio, Principle, Marvel.

**Design Tools:** Adobe CC [10+ years] (Photoshop, Illustrator, Lightroom, InDesign, Premiere, After Effects, Flash), Spark AR Studio, Autodesk Maya, Vectary 3D, Mozilla Hub.

**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), User-Centered Design (UCI), 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, Hick's Law, Fitts's 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 [1+ year], Framer.js, Responsive Website Design, Bootstrap, Font Awesome, Google Fonts, Git, Sublime Text; Elective Courses: SQL, Anaconda, Jupyter, Python, Machine Learning.

**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, Bionic Design, Layout & Composition, Gestalt Psychology, Minimalist Design, Material Design, Systems Design.

**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.