

Dear Hiring Manager,

My name is Pei-Yun (Lu) Chung, and I graduated from Information Experience Design at the Pratt Institute 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 of Freelancer in Visual Design, Photography, 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](#), [Dribbble](#).

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

- [Speculative Design Project](#): Create an 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, 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](#)