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 in the semester either the spring of 2021 or the fall of 2021. I read the opportunity description for the related UX, UI, and Product Design 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 experience in UX, UI, and Visual Design. I am specializing in the Human-Centered Design of user interfaces for websites and applications. 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). To fulfill my professional, I decided to pursue my master's degree in Information Experience Design at the Pratt Institute last year and learned more skillsets as below.

- On the UX research side, I took the courses, Usability Theory & Practice, and learned how to conduct the heuristic evaluation, usability testing to identify usability problems.
- On the Digital Analytics side, I learned the tools, Google Analytics & Google Data Studio, and the SEO Audit method to understand users and their behaviors on the website, mobile, and social media.
- On the technical side, I took the course to sharpen my coding skills in HTML5, CSS3, JavaScript. In the third semester, I further challenged myself to learn Python and train the Machine Learning models for designing a minimum viable product (MVP) in the final project.
- During the quarantine this summer, I took online tutorials of AR technology and create effect filters with Spark AR Studio.

I am creative and pay attention to the details and aesthetics. Let's work together to build up great products with novel technology to predict and learn users' needs for better user experiences. I have a great ambition to join a team where I can contribute my knowledge and strength. In long term goals, I want to enhance my professional skills and become product design expertise.

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: https://luchung.github.io/