CHENYANG LYU

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EXPERIENCE

Pantried / Co-founder,Product Designer

06.2020 - 06.2021 / Ann Arbor, MI

• Design an app to connect small businesses with customers in the COVID-19 crisis.

Zell Lurie Institute, U of M Ross School of Business / UX Designer

Sports Booster / 01.2020 - 04.2020 / Ann Arbor, MI

• Designed a new mobile app from scratch which motivated college football fans to make donations to their favorite teams by using gamification strategy.

Perch Connection / 02.2019 - 12.2019 / Ann Arbor, MI

• Redesigned the onboarding process and search results page which boosted user registration by 36%.

• Led 8 usability testing sessions to gather feedback on wireframes, which helped iterate two main features more than 3 times.

• Delivered 70+ pages of high-fidelity wireframes(for mobile app and website) and created a UI audit using Figma, which helped efficiently communicate and collaborate with the development team.

Reasi / 09.2019 - 12.2019 / Ann Arbor, MI

• Crafted a new mobile app design with a focus on redesigning the listing creation process and the workspace feature, which saved users about 42% time on completing escrow related tasks**.**

• Led the research of the current product to target usability issues by conducting the cognitive walkthrough. This helped us understand the learnability of this application and find potential areas for improvement.

Whale Design / Product Designer

03.2017 - 08.2018 / Beijing, China

• Led the product redesign with a focus on developing more design contest types, which boosted user engagement by 60%.

• Conducted rapid prototyping using sketches, Adobe Illustrator, and Sketch, which helped us quickly get feedback from PMs and the development team to iterate our wireframes.

Office of Student Affairs, UMSI / UX Researcher

09.2018 - 12.2018 / Ann Arbor, MI

• Redesigned the workflow of storing and sharing data within the OSA team by interviewing 9 individuals on the team. This helped the team get rid of redundant files and saved 30% of the time to find a particular file.

EDUCATION

University of Michigan
May 2020, M.S. Information, **HCI Track**

Rice University
Dec 2016, M.A. Architecture

Chongqing Jiaotong University
Jun 2015, B.E. Architecture

SKILLS

UX/UI Design
Survey, Interview, User Research, Prototyping, A/B testing, Usability Test, Persona, Heuristic Evaluation, Card Sorting

Programming
Python, HTML5 + CSS3, Javascript, Processing, React Native

TOOLS

Sketch, Principle, Figma, Invision
Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Indesign, Tableau, Unity, Rhino, Sketchup

ACTIVITIES

Chief Designer
C.L.A.W.S(NASA-SUITS Project)
Design an AR user interface on Microsoft Hololen to assist astronauts to conduct EVAs (Extravehicular activity).