

CHENYANG LYU

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EXPERIENCE

Pantried / Co-founder, Product Designer

06.2020 - 06.2021 / Ann Arbor, MI

- Will work on a product to support local small businesses during 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 most of the features more than 3 times.
- Delivered 70+ pages of high-fidelity wireframes(for mobile app and website) and create a UI audit using Adobe XD and Sketch, which helps 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 UX/UI team to conduct rapid prototyping using sketches, Adobe Illustrator, and Sketch, which helped us quickly get feedback from PMs and development team to iterate our wireframes.
- Designed the Betting system to encourage users to use social features, which boosted user engagement by 60%.

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).