

CHENYANG LYU

Portfolio: <https://chenyanglv-design.github.io/>

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EXPERIENCE

Product Designer / Zell Lurie Institute, Ross School of Business

SportsBooster | 01.2020 - 04.2020

- 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

- 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

- 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.

Product Designer / ZOMOZOMO Design

Beijing, China | 03.2017 - 08.2018

- 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.

UX Researcher / Office of Student Affairs, UMSI

Ann Arbor, MI | 09.2018 - 12.2018

- 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).