

# CHRISTAL LYU

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Portfolio: <http://christal.works/>

## TOOLS

### Prototyping:

|          |           |        |
|----------|-----------|--------|
| Adobe XD | Figma     | Sketch |
| InVision | Principle | Rhino  |

### Development:

|          |            |         |
|----------|------------|---------|
| HTML/CSS | JavaScript | Basic R |
|----------|------------|---------|

### Designing:

|                    |                   |
|--------------------|-------------------|
| Adobe After Effect | Adobe Illustrator |
| Adobe Photoshop    | Adobe Lightroom   |
| Adobe InDesign     |                   |

## SKILLS

|                |                   |
|----------------|-------------------|
| Graphic Design | Prototyping       |
| Wireframing    | Usability Testing |
| User Research  | Storyboarding     |

## ACCOLADES

### TOP 10 Finalist

Homer Photography Awards 2021

### TOP 30 Finalist

Chester Fields Photography Festival 2019

## EDUCATION

### University of Waterloo (2020-2024)

Bachelor of Global Business & Digital Arts

- Dean's honours list [3.88/4.0 GPA]
- International Experience Award
- President Scholarship of Distinction
- Related Courses: Product Design, User Research, Digital Marketing, Ethics and Values in Design

### NTU Singapore (Fall 2022)

Semester Abroad

- Related Courses: 3D modelling, Computer Aid Design, Interactive Design, Game Design

## CERTIFICATE

### UX Design Career Track [↗](#)

Springboard

### Google UX Design [↗](#)

Google

### N4 Japanese Immersion [↗](#)

Tottori University

### Web Analytics & SEO

National University of Singapore

### Service Design

National University of Singapore

## LANGUAGES

|           |              |
|-----------|--------------|
| English   | Native       |
| Mandarin  | Native       |
| Cantonese | Native       |
| Japanese  | Intermediate |
| Korean    | Beginner     |
| French    | Beginner     |

## EXPERIENCE

### Product Designer

Blue Guardian | London, ON

Nov 2023 – Present

- Designed the Blue Guardian Website Dashboard using Figma
- Hosted technical review meetings with the development team and marketing team
- Created motion graphics and other multimedia content using Adobe After Effect and Illustrator

### UX Design Teaching Assistant

University of Waterloo Stratford School | Stratford, ON

SEP 2023 – Present

- Assisted professor Ville Mäkelä and Cayley MacArthur in GBDA 210: *Introduction to User Experience Design*, guiding 200 students to learn principles in UX design and testing
- Mentored students with project guidance and constructive feedback throughout the term

### Product Design Intern

Medi-Resource Inc. | Toronto, ON

JULY 2023 – SEP 2023

- Collaborated with stakeholders to capture user requirements and translate them into mock-ups
- Managed multiple projects simultaneously with short deadlines
- Generated innovative concepts and executed forward-thinking digital designs

### Product Designer [↗](#)

MyBalto | San Diego, CA

JUNE 2023 – JULY 2023

- Developed high-fidelity prototypes for the MyBalto App using Figma, aimed at streamlining user experience, elevating user interaction and mitigating potential confusion
- Led user interviews to gain insights into user pain points, successfully identifying key areas for improvement in the user experience for MyBalto App

### Digital Innovation & Design Research Assistant [↗](#)

National University of Singapore | Singapore

MAY 2023 – AUG 2023

- Designed interactive content for Blended Learning Programs to enhance student experiences
- Analyzed and visualized Qualtrics survey data in Excel to showcase course performance and identify areas of improvement
- Conducted in-depth research on Web 3.0 and the impact of AI on product design

### Social Media Consultant

Morgan & Company Consulting Inc. | Vancouver, BC

SEP 2021 – JAN 2022

- Cooperated with a TikTok influencer (19k+) to produce a promotional video for the company
- Responsible in user research, script writing, camera operation and more

### Project Manager Assistant

E-ON Furniture | Shenzhen, China

JUN 2020 – SEP 2020

- Communicated adeptly with international clients, ensuring accurate project delivery and translation, and contributed insights to custom products based on customer specifications

### Freelance Photographer

Self-Employed

SEP 2018 – Present

- Featured in Marika Magazine(118k), Shuba Magazine (106k), 17:23 Magazine (101k) and more
- Hired by secondary schools to capture moments at large-scale events with 100+ attendees
- Proficient in post-processing using Adobe photo editing suite

## PROJECTS

### Personal Website [↗](#)

- Utilized HTML, CSS, and JavaScript to showcase my works and projects
- Incorporated usability heuristics and color psychology for a user-friendly experience

### Magnet App Capstone Project [↗](#)

- Designed a community-focused application, guiding its development through a comprehensive UX process, including user research, persona creation, information architecture, high-fidelity prototyping, usability testing, and more

## VOLUNTEERING

### Conversation Partner

Renison University College | Waterloo, ON

SEP 2021 – Present

- Mutual language learning sessions with conversation partners at Japanese universities
- Participate in a cross-cultural experience through weekly online meetups