

Liang CHEN

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EDUCATION

Indiana University of Bloomington, Indiana, US

2014 – 2016

- Master of Human-Computer Interaction

Beijing University of Posts and Telecommunications, Beijing

2004 – 2011

- Master of Arts in Artistic of Design
- Bachelor of Engineering in Industrial Design

WORK EXPERIENCE

UIPlus Tech Company (Beijing, China)

Jan. 2014 – July 2014

Interaction Designer

UIPlus Tech Company is a design and consulting firm. I worked as an interaction designer in responsible for two projects.

- Sale Terminal redesign, improved the efficiency of checking out by about 16%.
- Designed a professional patent management website for Intellectual Property Publishing House.

The Lean StartUp (Beijing, China)

Apr. 2013 – Dec. 2013

Product Manager | Interaction Designer

The Lean StartUp aims to help those who lack experience in Internet with our strong technic supports to do startup more easily. I am one of the founders and participated in two projects as interaction designer and product manager.

- **Pay Me Coins** (An E-business platform supports BitCoin) - Designed a website, two Apps (iOS & Android). I am responsible for interaction design of this platform.
- **KnewSAT** (An online education platform for SAT, Scholastic Assessment Test) - I worked as a product manager as well as an interaction designer, led a team with 3 members.

Tencent Company (Beijing, China)

Apr. 2010 – Apr. 2013

Interaction Designer

Jan. 2012 – Apr. 2013 *SOSO WENWEN Wireless Edition | WENWEN App (iOS & Android) | SOSO BAIKE*

SOSO WENWEN Wireless Edition

SOSO WENWEN is one of the largest online Q&A communities in China with more than 40 million users.

- In charge of the website revision as the chief interaction designer. Redesigned the structure of the website and optimized the interactive processes to increase PVs (Page Views) up to 10%.
- Established design patterns which served as a reference to like products.
- Directed 2 interns and make schedules as their mentor.

WENWEN App (iOS & Android)

- Defined personas through user studies and data-mining to identify the needs.
- Designed WENWEN apps for both iOS and Android platforms and rated 4.5 in Apple Store.
- Tracked user data, collected user feedbacks and kept optimizing.

SOSO BAIKE

SOSO BAIKE is a collaborative Web-based encyclopedia.

URL: baike.soso.com (open in PC browser)

- Designed an auditing system for BAIKE users to improve the credibility and vitality of the community.
- Redesigned the entry display and editor.

Mar. 2011 – Dec. 2011 Tencent Browser Helper (TBH) | QQ Website Directory

Tencent Browser Helper (TBH)

TBH is a plug-in for IE explorer providing functions of searching, cleaning traces and online favorites.

- Conducted analysis of competing products, completed interaction design and issued the design documents.
- Followed up the product development and analyzed user data that showed more than 10 million queries have been requested per day.

QQ Website Directory

It is a website directory with the best and most popular Chinese websites visited by more than 30 million users.

- Conducted user studies through interviews and online questionnaire to define personas to uncover the user needs.
- Redesigned the site structure, improved user experiences and the click-through rate (CTR) increased up to 60% on home page.

Apr. 2010 – Oct. 2010 SOSO WENWEN (Intern)

SOSO WENWEN

- In charge of the agile version and user data analysis;
- Redesigned the WENWEN web app used in Qzone, which is the largest online social community in China and got the PVs doubled.

Other Activities

Director of “Jiao Yan”

“Jiao Yan” is an association for designers to communicate and share the latest design trend.

- Led a team of 2 assistants to run the association.
- Tracked the latest design trends and organized 8 sharing sessions with more than 100 participants in total.
- Built an official website for members.

Member of Football Association Council

- One of five council members, in charge of propaganda and assisted in organizing competition and daily management.
- Built an official website to post activity information and expended influence in Company. The members doubled in half a year.

Skills

Software: Photoshop – Illustrator – Axure – Sketch – InDesign – Balsamiq – Github – Html/Css

Methods: Product Strategy – User Research – Rapid Prototyping – Wireframing – User Testing