

# Liang CHEN

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## EDUCATION

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### **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

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### **UIPlus Tech Company**

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

### **The Lean StartUp**

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**

Apr. 2010 – Apr. 2013

*Interaction Designer*

One of China's largest and most used Internet service portal. Providing various services through Internet and mobile including communication, information, entertainment, e-commerce and others.

- Implement user study with user researcher to uncover user needs and get feedbacks.
- Designed WENWEN (the second largest online Q&A community) apps, rated 4.5 in Apple Store.
- Redesign WENWEN wireless website, increasing PVs (Page Views) up to 10%.
- Designed an auditing system of BAIKE (Chinese Wiki) to improve the credibility and vitality of the community.
- Redesigned QQ Website Directory, increasing Click-Through Rate (CTR) up to 60% on home page.
- Iterated interaction design of several products.
- Tracked the latest design trends and organized 8 sharing sessions with more than 100 participants in total.
- Mentor of two interns.

## Skills

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Product Strategy - User Research – Rapid Prototyping – Wireframing – User Testing