

# Liang Chen

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## WORK EXPERIENCE

### UMU

June - July 2014, Jan. - Feb. 2015

Interaction Designer

UMU is a cross-platform interactive system that lets you engage and interact with your audience.

- Cooperated with the founder of UMU, worked in an agile way.
- Designed the information structure and interface of umu.com and iOS app.

### UIPlus Tech Company (Beijing, China)

Jan. 2014 - July 2014

Interaction Designer

UIPlus Tech Company is a design&develop consultancy. 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 (Beijing, China)

Apr. 2013 - Dec. 2013

Co-founder | Interaction Designer

The Lean Startup aims to help those who lack experience in Internet with our strong technical 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 was 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

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.

- Implemented user study with user researchers to uncover user needs and get feedbacks.
- Designed WENWEN (the second largest online Q&A community) apps, rated 4.5 in Apple Store.
- Redesigned 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.

## EDUCATION

Indiana University of Bloomington, Indiana, U.S.

2014 - 2016

- Master of Human-Computer Interaction

Beijing University of Posts and Telecommunications, Beijing,

2004 - 2011

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

## SKILLS

Sketch

Photoshop

Pixate

Axure

Illustrator

Github

Html/Css