

LIANG CHEN

(812) 369-0680 buptchen@gmail.com

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

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.

- Point of 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

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 research with user researcher to uncover user needs and get feedbacks.
- Designed WENWEN (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 (Chines 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 products.
- Tracked the latest design trends and organized 8 sharing sessions with more than 100 participants in total.
- Mentor of two interns.

Skills

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