

# YINGSHAN(LEAH) CHEN

## UX Designer | Instructional Designer

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### EDUCATION

New York University	Sep 2023 - May 2025
Master of Arts - Learning Technology and Experience Design	
Wuhan University	Sep 2019 - June 2023
Bachelor of Laws - Politics, Philosophy, and Economics (PPE), Honor Graduate	

### PROJECT EXPERIENCE

UX/UI Designer & UX Researcher • SafeGo	Sep 2024 - Present
<ul style="list-style-type: none"><li>Conducted in-depth user research, including 172 survey responses, 3 competitive analyses, 3 interviews, and extensive desk research, to uncover the motivations, challenges, and needs of solo female travelers.</li><li>Designed 2 comprehensive user personas, to represent key audience segments.</li><li>Created user flow, storyboards, and a user journey map to visually depict key user interactions and ensure a seamless experience throughout the app.</li><li>Proposed an app concept designed to address safety concerns and enhance travel confidence for solo female travelers.</li></ul>	
Project Manager & UX Designer • Ople	Sep 2024 - Dec 2024
<ul style="list-style-type: none"><li>Collaborated with a team of 4 and the Ople client to develop systematic guidelines for improving the existing version of the Ople app, incorporating user research insights and aligning with client objectives.</li><li>Conducted usability tests on the app, recruited participants, designed test scripts, and analyzed user feedback to identify key pain points and areas for improvement.</li><li>Produced detailed usability reports, summarizing key findings, recommendations, and action items for the development team of Ople company.</li><li>Redesigned key app features, improved user engagement and enhanced the app's intuitive design.</li></ul>	
Instructional Designer & Researcher • Sleep Better	Feb 2024 - May 2024
<ul style="list-style-type: none"><li>Interviewed 5 users and 2 experts, and collected 60 survey responses, finding that 65% of young people suffer from insomnia, mainly due to resource scarcity and time constraints.</li><li>Analyzed 3 competing products, created 2 personas, and developed an internal website for summaries and visualization, including logic models and journey maps.</li><li>Designed a 4-unit online course, and created a 20-page high-fidelity prototype.</li></ul>	
UX/UI Design Lead & UX Researcher • Metch	Sep 2023 - Dec 2023
<ul style="list-style-type: none"><li>Conducted user research, including 30+ surveys and 8 interviews, and discovered more than 60% of employees have problems with breaking social bubbles with their colleagues.</li><li>Created journey map, empathy map, personas, and storyboard to visualize user needs.</li><li>Led the design of the mobile app, and produced wireframes and 40+ pages of lo-fi prototypes.</li><li>Conducted usability testing and heuristic evaluation.</li><li>Led the iteration, improved navigation, and search functionalities, introduced onboarding interfaces, and built a 30-page high-fidelity prototype.</li></ul>	
Researcher • How Do Prosody Affect Reading Comprehension	Sep 2021 - May 2023
<ul style="list-style-type: none"><li>Conducted research design, prepared research materials, and recruited participants.</li><li>Developed experimental programs, conducted testing and 20+ surveys, and iterated twice on improvements.</li><li>Conducted eye-tracking experiments and surveys, obtained data from 93 subjects, and 100+ surveys.</li><li>Conducted and analyzed data using SPSS and Excel, revealing prosody facilitated new reading patterns.</li><li>Published a paper in <i>International Journal of Education and Humanities</i>.</li></ul>	

### OTHERS

<ul style="list-style-type: none"><li>Language: Mandarin (Native), English (Professional working)</li><li>Skills: User Research, Instructional Design, Interaction Design, Wireframing, Prototyping, Web Design, Illustration, HTML/CSS, Eye-tracking Technique</li><li>Tools: Adobe Photoshop, Figma, Procreate, Spline, Google Suite, MS Office, Notion, SPSS, G*Power, Canva, Wix, Rise360</li></ul>	
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