

YINGSHAN(LEAH) CHEN

UX Designer | Instructional Designer

yingshan0323@outlook.com | <https://leah-yingshan-chen.github.io/my-portfolio/>

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

- Conducted in-depth user research, including 172 survey responses, 3 competitive analyses, 5 interviews, and extensive desk research, to uncover the motivations, challenges, and needs of solo female travelers.
- Designed 2 comprehensive user personas, to represent key audience segments.
- Created user flow, storyboards, and a user journey map to visually depict key user interactions and ensure a seamless experience throughout the app.
- Proposed an app concept designed to address safety concerns and enhance travel confidence for solo female travelers.

Project Manager & UX Designer • Ople

Sep 2024 - Dec 2024

- 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.
- Conducted usability tests on the app, recruited participants, designed test scripts, and analyzed user feedback to identify key pain points and areas for improvement.
- Produced detailed usability reports, summarizing key findings, recommendations, and action items for the development team of Ople company.
- Redesigned key app features, improved user engagement and enhanced the app's intuitive design.

Instructional Designer & Researcher • Sleep Better

Feb 2024 - May 2024

- 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.
- Analyzed 3 competing products, created 2 personas, and developed an internal website for summaries and visualization, including logic models and journey maps.
- Designed a 4-unit online course, and created a 20-page high-fidelity prototype.

UX/UI Design Lead & UX Researcher • Metch

Sep 2023 - Dec 2023

- 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.
- Created journey map, empathy map, personas, and storyboard to visualize user needs.
- Led the design of the mobile app, and produced wireframes and 40+ pages of lo-fi prototypes.
- Conducted usability testing and heuristic evaluation.
- Led the iteration, improved navigation, and search functionalities, introduced onboarding interfaces, and built a 30-page high-fidelity prototype.

Researcher • How Do Prosody Affect Reading Comprehension

Sep 2021 - May 2023

- Conducted research design, prepared research materials, and recruited participants.
- Developed experimental programs, conducted testing and 20+ surveys, and iterated twice on improvements.
- Conducted eye-tracking experiments and surveys, obtained data from 93 subjects, and 100+ surveys.
- Conducted and analyzed data using SPSS and Excel, revealing prosody facilitated new reading patterns.
- Published a paper in *International Journal of Education and Humanities*.

OTHERS

- Language: Mandarin (Native), English (Professional working)
- Skills: User Research, Instructional Design, Interaction Design, Wireframing, Prototyping, Web Design, Illustration, HTML/CSS, Eye-tracking Technique
- Tools: Adobe Photoshop, Figma, Procreate, Spline, Google Suite, MS Office, Notion, SPSS, G*Power, Canva, Wix, Rise360



陈颖珊

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作品集: <https://leah-yingshan-chen.github.io/my-portfolio/>

教育背景 EDUCATION

纽约大学

2023.09 - 2025.05

硕士 | 教育与科技与用户体验设计

武汉大学

2019.09 - 2023.06

学士 | 政治学, 经济学与哲学 | 荣誉毕业生

项目经历 PROJECT EXPERIENCE

SafeGo | UX/UI设计师, 用户研究员

2024.9 - 至今

- 项目背景: 研究发现80%女性独自旅行者关注旅行安全问题, 现有旅行安全产品痛点明显。
- 研究方法: 收集172份问卷, 进行5次深度访谈, 分析3类竞品, 归纳核心需求与痛点, 明确产品定位。
- 设计方案: 创建2份目标用户画像, 绘制用户旅程地图、故事版、用户流, 可视化用户需求并且完善交互逻辑。
- 产品开发: 设计女性独自旅行安全APP, 输出低保真原型 (30页), 预计于2025年5月完成可用性测试与高保真原型设计。

Ople | 项目经理, UX/UI设计师

2024.09 - 2024.12

- 研究规划: 与Ople负责人对接, 制定系统的研究计划与迭代设计方案, 保证项目进度与内容符合客户需求。
- 用户研究: 组织6轮可用性测试, 招募测试者、撰写测试脚本、分析用户行为数据。
- 设计优化: 识别用户痛点, 总结关键改进方向, 撰写可用性测试报告, 为开发团队提供优化建议。
- 成果交付: 针对用户参与度和直观性问题, 优化应用关键功能的交互设计, 创建高保真 UI 设计稿。

Sleep Better | 设计师, 研究员

2024.02 - 2024.05

- 研究背景: 65%的用户受到失眠困扰, 60%受访用户希望通过短视频或互动内容获取个性化的助眠指导, 但现有产品以不可定制的视频或音频为主。
- 研究方法: 收集60份问卷, 5次用户访谈+2次睡眠领域专家访谈, 调研3类助眠产品, 提炼差异化设计机会点。
- 设计方案: 创建2份用户画像, 绘制逻辑模型、用户旅程地图, 制作网站展示工作总结和研究结果。
- 产品成果: 设计音视频+文本+游戏模拟+论坛的4单元线上课程, 制作25页高保真原型。

Metch | UI/UX 设计师, 用户研究员

2023.09-2023.12

- 研究方法: 收集30+份调查问卷, 访谈8位用户, 归纳研究数据并创建亲和图, 定义目标用户、痛点和需求。
- 研究发现: 超过60%新员工在打开社交圈上存在障碍, 用户对跨部门社交和职场环境包容性有高需求。
- 设计输出: 绘制用户旅程地图、共情地图、用户画像、故事板, 可视化研究结果。
- 产品设计: 设计了社交餐饮APP, 绘制线框图及低保真原型共40页。
- 用户测试: 组织3场可用性测试, 编写研究计划、研究报告以及迭代计划。
- 最终成果: 优化产品体验及UI设计, 最终交付高保真原型共计30页。

韵律在第二语言阅读理解中的作用: 基于眼动的证据 | 研究员

2021.09-2023.05

认知心理学方向实验研究, 运用眼动研究考查韵律背景音在英语阅读理解中的作用。

- 撰写研究计划与文献综述;
- 编写实验材料、录制实验音频, 对20+名被试进行背景调查及预实验;
- 编写、测试、修改实验程序, 招募被试共93名;
- 运用眼动追踪及调查问卷等方法进行数据收集, 共收集100+名被试的眼动数据及测试成绩;
- 使用SPSS和Excel进行数据分析, 发现韵律有利于新的阅读模式的产生;
- 在International Journal of Education and Humanities期刊发表论文。

职业技能 SKILLS

- 设计: 用户体验设计 (用户画像, 旅程地图, 低保真-高保真原型), 网站设计, 学习设计
- 研究: 用户研究 (用户访谈, 调查问卷, 可用性测试), 眼动实验, 数据分析, 学术论文撰写
- 工具: Figma, Google Suite, MS Office, Notion, Procreate, Adobe Photoshop, Spline, SPSS, G*Power, Canva, Wix, Rise360, HTML/CSS
- 语言: 英语 (托福106, CET-6), 普通话 (一级乙等)