

YINGSHAN(LEAH) CHEN

UX Designer | Instructional Designer

chenys0323@gmail.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, 3 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