

# Loryn Chen

Product + Visual + Interaction Designer

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## WORK EXPERIENCE

### **Freelance Product Designer** *Aug 2020 - Now*

Collaborated with client: Mixbowl, an online-ordering platform for restaurants. Worked on a few projects to increase customer sales conversions. Redesigned the restaurant menu experience that resulted in a 12% increase in checkouts and 20% increase in sales.

### **Walmart**

#### **Product Designer** *Aug 2019 - Aug 2020*

#### **Associate Product Designer** *Oct 2018 - Aug 2019*

Worked on the Grocery team building tools that helped store associates fulfill online orders. Responsible for defining objectives, product strategy, partnering with researchers, writers, and crafting effective solutions. Designed features that optimized fulfillment speeds by 10% and increased sales by 97% from 2019 - 2020.

### **Pathover**

#### **Designer** *Jun 2016 - Aug 2018*

Designed and sold products that helped restaurants go online. Created website designs for restaurant clients that boosted Pathover's sales by more than 25% month over month for the last 3 months of my tenure.

### **Mindgrub Design Agency**

#### **UX Design Intern** *Jan 2018 - May 2018*

Worked with clients such as NASA, Johns Hopkins University, and H.B. Fuller to design and build enterprise web applications. Conducted client meetings, interviews, sketching sessions, and usability tests with other designers, engineers, PMs, and users.

### **Tenable**

#### **Design Intern** *Jun 2017 - Aug 2017*

Helped launch the company's new Cyber Exposure category in the network security industry. Partnered with developers, SEO Specialists, and Content Strategists to redesign the Customer's page that resulted in a 72% increase in page views.

## PROGRAMS

### **MentorCruise**

#### **Mentor** *June 2020 - Dec 2020*

A program where I mentored 2 design students through personalized career guidance and support.

### **a16z Gen.D Mentorship**

#### **Mentee** *2018*

Selected to be a part of Andreessen Horowitz's design mentorship program that connected early designers with design leaders from a16z's portfolio of tech companies.

## SKILLS

### **Design Tools:**

Sketch, Figma, InVision, Lucidchart, Framer, Principle, Adobe XD, Illustrator, After Effects, InDesign, Photoshop, Premiere Pro, Zeplin

### **Web Languages:**

HTML, CSS, JavaScript

## EDUCATION

### **University of Maryland**

#### **Baltimore, MD** *May 2018*

B.A. Graphic Design

## WORK EXPERIENCE CONTINUED

### **Pixity Design Agency**

**Founder and Designer** *Sept 2016 - May 2017*

Started a design agency to make Snapchat Geofilters for businesses to further promote their brand. Clients include Kung Fu Tea, Chipotle, & pizza, and Harvard University.

### **Hungry Harvest**

**Design Intern** *Jun 2016 - Aug 2016*

Redesigned customer emails, the shopping experience, and the core checkout flow. This resulted in a 15.2% increase in new customers and 10% increase in revenue after 3 months of my internship experience.

### **Google**

**Student Ambassador** *Aug 2015 - May 2016*

Planned and hosted informational events to spread Google's brand and product suite for higher education. Managed a \$1000 monthly budget to spend on promotional activities for student organizations.

## SIDE PROJECTS

### **Hack University (90K followers)**

**Daily Newsletter** *Feb 2020 - Now*

Due to popular demand from my Instagram followers, I'm starting a daily newsletter where I send out software engineering and UI/UX design tips. At the moment, I have over 4,000 signups on waitlist. I designed and built this marketing website for people to sign up.

[hackuniversity.com](http://hackuniversity.com)

**Instagram Page** *Oct 2019 - Now*

Created an Instagram page posting educational tech and design content. Currently, I have over 90,000 followers where I primarily work on branding and content creation.

[instagram.com/hackuniversity](https://www.instagram.com/hackuniversity)

### **Boba Meets Bagel (40K users)**

**Asian Dating App** *Jan 2019*

Collaborated with one engineer to build a dating app for Asians. We grew to over 40,000 users in 1 month and then sold the app for 5 figures. I worked on branding and product design.

[bobameetsbagel.com](http://bobameetsbagel.com)