Shirley lyu

Product Designer

INFORMATION

Xiaoya (Shirley) Lyu
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PROFILE

I am a multidisciplinary product designer with a passion for creating intuitive and impactful user experiences. My industrial design skills and instructional design insights enable me to craft solutions that are both engaging and inclusive. With a strong foundation in UI/UX, lifestyle product design, and EdTech, I create products that enhance both digital and physical interactions.

RECOGNITION

SIT Furniture Design Award
Global
- Skate | 2023 Winner in Other Chairs

ArtCenter Gallery
Pasadena, CA
- Skate | Furniture | 2022 Fall
- Refugia | Spatial | 2022 Summer
- Sunrise | Speaker | 2021 Fall

SKILLS

Software
Figma | Adobe XD | Illustrator | Photoshop
Solidworks | Rhino | Keyshot | Gravity Sketch
Indesign | Microsoft Office

Design skills
User Research | Wireframing | Prototyping
Interaction Design | Instructional Design
CMF Design | Graphic Design

Frontend Development
HTML | CSS | Javascript | React | Bootstrap

LANGUAGE

Chinese: Native
English: Proficient

EDUCATION & CREDENTIALS

Teachers College Columbia University | Sep. 2023 - May. 2025
New York, NY
Master of Art in Instructional Technology and Media

ArtCenter College of Design | Jan. 2020 - Apr. 2023
Pasadena, CA
Bachelor of Science in Product Design
Minor in Designmatters Social Innovation

Google UX Design Certificate | 2024

WORK EXPERIENCE

Beam Center | Jun. 2024 - Aug. 2024
Summer STE(A)M School Site Manager | New York, USA
- Developed the "Connected Worlds" curriculum for 1,500+ English learners across 15 NY public schools, integrating storytelling and STEAM to foster engagement and improve learning outcomes.
- Managed and supported a team of high-school-aged instructors and public school teachers to implement the developed curriculum effectively, ensuring a seamless educational experience for students.

Teachers College Columbia University | Sep. 2023 - Dec. 2023
Course Assistant | New York, USA
- Led comprehensive Figma workshops, guiding students through user research, wireframing, and prototyping, resulting in improved student proficiency in UI/UX design tools and processes.
- Assisted in the development of mobile projects, providing feedback to enhance inclusiveness, usability, and design coherence.

Yang Design | May 2021 - Aug. 2021
Design Internship | Shanghai, China
- Conducted comprehensive brand, trend, and user research to guide clients' product development strategies.
- Developed and refined various CMF (Color, Material, Finish) and product designs that aligned with user needs and market trends, helping clients create visually appealing and market-ready products.

PROJECT HIGHLIGHT

Brooklyn Seltzer Museum | Nov. 2023 - Apr. 2024
User Experience Design Lead & Instructional Design
- Conducted user research to understand visitor needs and behaviors, resulting in an interactive and educational design that improved engagement.
- Collaborated with stakeholders to refine and implement the selected design, considering spatial, technical, and budget constraints.

Lamboozled! | Oct. 2023 - Dec. 2023
User Experience Designer
- Led the design of user flow, interactive elements, and wireframes for main page and dashboard of Lamboozled.
- Conducted usability studies, iterating on prototypes to ensure an optimized and user-centered design, which improved user satisfaction and smoother development handoff.