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LU YANG

UX & LEARNING EXPERIENCE DESIGN

SKILLS

User Research

Survey & Interviews
Cognitive Task Analysis
Contextual Inquiries
Competitive Analysis
Cultural Probe
Speed dating
Usability Testing

Product Design

Affinity Diagramming
Storyboarding
Experience Mapping
Service Blueprint
Rapid Prototyping
Agile Method

Tools

Sketch
Principle
Adobe Creative Suite
Invision
HTML, CSS

INTEREST

Travel & Adventure
explored 33 countries
Blog
over 3,300 subscribers
Photography
Podcast

EDUCATION

Carnegie Mellon University

August 2017 - August 2018 (expected) Pittsburgh, PA
Human-Computer Interaction Institute (GPA: 3.93)
M.S. in Educational Technology and Applied Learning Science (METALS)

Shanghai International Studies University

Sept 2008 - Mar 2015 Shanghai, China
M.A. in English Language and Literature
B.A. in Teaching Chinese as a Foreign Language

EXPERIENCE

LingoChamp, Content Development Specialist

Nov 2015 - July 2016 · Shanghai, China
Collaborated with designers to create animations and over 3,000 graphics for the core course on the learning app. Designed lesson plans and conducted product testing on the core course, which now has over 600,000 active learners. Led the development of a data-based pronunciation course.

Quesbook, Product Development Specialist

Jun 2014 - May 2015 · Shanghai, China
Researched test products and developed content guides. Edited 700 reading passages submitted by international content contributors and checked over 6,300 questions. Helped design learning path and information architecture.

PROJECTS

UX Designer, CMU IDeATe Gallery

Learning Media Design Sept. 2017 - Dec. 2017 · Pittsburgh, PA
Redesigned Gallery experiences with a hashtag system, where novices and experts could contribute their expertise and build projects together. Conducted interviews and cultural probe to map user group, identify needs and validate ideas; developed an experience map that envisioned multiple feedback loops for portfolio-making; prototyped design with Gallery users.

Service Designer, PNC Bank

Service Design Oct. 2017 - Nov. 2017 · Pittsburgh, PA
Envisioned a marketplace where teenagers could learn financial management by doing and building credits for future while meeting bank's need to retain teens from teenhood to adulthood.
Rapidly iterated on service concepts through storyboarding and speed dating.